NOVEMBER 29, 1948 PRICE 25 CENTS

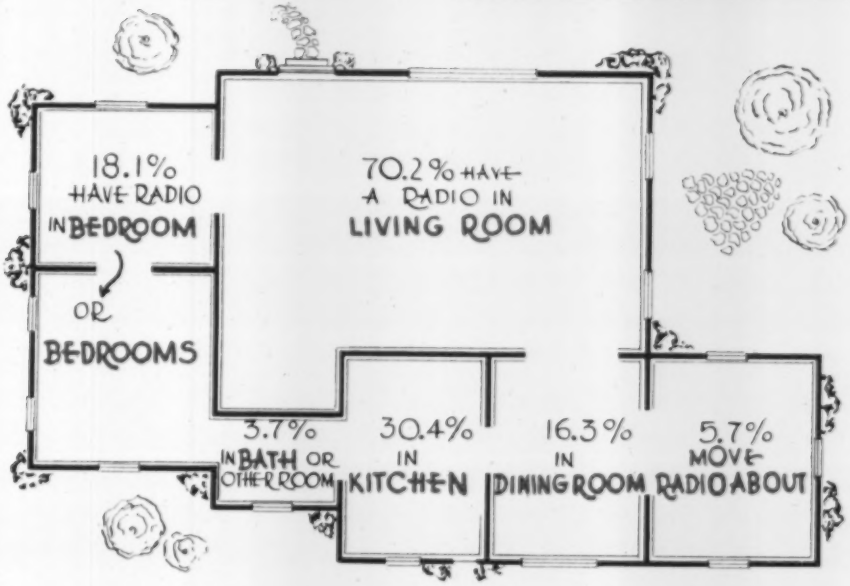
BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY DEC 1 1948 DETROIT

IOWA HOMES HAVE RADIOS EVERYWHERE!


18.1% HAVE RADIO IN BEDROOM OR BEDROOMS
70.2% HAVE A RADIO IN LIVING ROOM
3.7% IN BATH OR OTHER ROOM
30.4% IN KITCHEN
16.3% IN DINING ROOM
5.7% MOVE RADIO ABOUT

IOWA home radio sets are used in almost *every* room. In other words, Iowa radio listening is a *positive part of family life*—is far more than just an incidental attraction for leisure hours!

The 1948 Iowa Radio Audience Survey* reveals the following about the location of Iowa radio sets: In the 98.0% of Iowa's radio-equipped homes, 70.2% of the families have a radio in the *living room*, 30.4% have one in the kitchen, 18.1% list "bedroom or bedrooms," 16.3% have one in the dining room, and 18.2% have sets that "move about."

The 1948 Edition of the famed Iowa Radio Audience Survey is full of such background information *in addition to* statistics about station and program preferences, etc. Write for your complimentary copy of this Eleventh Edition today. Or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

IN THIS ISSUE: MONTHLY TELECASTING SECTION - SHOWSHEET

CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**

■ HELEN HAYES, celebrated "first lady of the theatre," is heard over WMT Sundays at 8 p. m., under sponsorship of the Electric Light & Power Companies of America

■ HERBERT MARSHALL and BASIL RATHBONE are among the distinguished guest artists who have appeared on "Electric Theatre"

Helen Hayes Charges Electric Theatre With Drama —

WMT Provides Important Outlet

■ Many a star is borne on WMT's powerful signal . . . to Eastern Iowa's vast farm and city market. Bringing good theatre to WMTland is one of the numerous reasons for WMT's success in gaining and holding its loyal audience. Outstanding news coverage, diversified nightly musical and comic entertainment, widely followed special events, have done much to cement relations with everybody's rich relations in prosperous Iowa.

When you've something to say—and something to sell—in Iowa, tell WMT's audience and watch results! Ask the Katz man for full details.

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

Set the table for 24

Buying time in New England is like having guests for dinner. You need the best china and enough of it.

Set the table the Yankee way and you can be sure you will have enough plates to go round. With Yankee it is possible to reach 24 markets in this six-state area. You need not slight any one of them.

You can realize the full sales potential of each market through its local Yankee home-town station.

Yankee's 24 home-town stations, with their Yankee Network audience, provide the most complete radio coverage of New England — with local acceptance in every market, full dealer co-operation everywhere.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SEQUEL to $450,000 sale of KTSA San Antonio by Taylor-Howe-Snowden to Gene Autry (page 23) will be acquisition, subject to FCC approval, by O. L. (Ted) Taylor of KRGV Weslaco from Gene Howe and True Snowden for discounted price of about $300,000. Mr. Taylor has formed Taylor Radio & Television Corp. to which KRGV would be licensed, along with transfer of KANS Wichita, also Taylor-owned.

DEEP slash in FCC appropriations for fiscal year beginning next July had FCC in tailspin last week [see story page 29]. One radical staff proposal that tight freeze be placed on all matters other than emergent ones to allow completion of important policy questions such at TV reallocations and clear channel decision, was shunted aside. Instead FCC is exploring other possible solutions, such as tightening up of its rules governing sound broadcasting to speed procedures.

NEGOTIATIONS of Spyros Skouras, Twentieth Century Fox president, for ABC control recalled fact that he was in middle of deal to buy erstwhile Blue Network from RCA-NBC five years ago. RCA-NBC President David Sarnoff wanted all-cash deal and he got it from Ed Noble—$8 million which meant net of $6,600,000 since there was $1,400,000 in Blue Network kitty.

YOU HAVEN'T heard last of color TV. Improved CBS system, using advanced Peter Goldmark technique, has whetted interest of certain FCC members as well as TV-interested observers in Senate. CBS, however, is content to confine itself to laboratory work. It has no stomach for another black & white vs. color battle.

NEW color TV interest in part is traceable to disclosure that CBS can do job on 6 mc. channel instead of three times that width. That would mean color no longer would be an allocations headache, since upcoming "upstairs" allocations could be on basis of 6 mc. width for either black and white or color, avoiding complication of double-skip channel allocations to pave way for arrival of color process.

NEGOTIATIONS currently underway with Young & Rubicam, New York, General Foods and CBS for *My Favorite Husband* with Lucille Ball as replacement for sponsor's *Mr. Ace and Jane*, Fridays, on CBS. Starting date for replacement said to be Jan. 7.

AVID interest of Senate Interstate & Foreign Commerce Committee in fundamental radio allocations may be manifest early in next session. Ranking Democrat Ed Johnson of Colo-

(Continued on page 82)

Upcoming

Nov. 29: FCC Hearing on Network Representation of Stations, FCC Hdqrs., Washington.

Nov. 30, Dec. 1-2: FCC Industry TV and FM Engineering Conferences, FCC Hdqrs., Washington.

Dec. 1: Network TV Facilities Rate Hearing resumes, FCC Hdqrs., Washington.

Dec. 1: American Television Society film forum, Museum of Modern Arts Auditorium, New York.

Dec. 3: Florida Assn. of Broadcasters semi-annual meeting, Tampa Terrace Hotel, Tampa, Fla.

(Other Upcoming, page 55)

Bulletin

REP. J. PERCY PRIEST (D-Tenn.), member of House Committee on Interstate & Foreign Commerce, Friday asked Treasury Dept. if it is letting high-bracket professional entertainers pay capital gains taxes as business enterprises rather than higher income taxes as individuals. Rep. Carl T. Curtis (R-Neb.), of House Ways & Means Committee, joined Rep. Priest in demanding explanation. Similar demand was made by Sen. Styles Bridges (R-N.H.) two weeks earlier [BROADCASTING, Nov. 15].

Business Briefly

BANK TAKES OPTION • Bank of America, San Francisco, negotiating with Hayes-Parnell, Hollywood, for TV rights to *Family Quiz* in California, first use of medium. Contract impends for 10-minute film in Los Angeles starting Dec. 6. KPIX San Francisco may be used when it takes air next month. Agency, Charles R. Stuart, San Francisco.

KENNEL CLUB ON TV • National Biscuit Co., New York (Milk Bone Dog Biscuits) will sponsor telecast of Westminster Kennel Club Feb. 14 and 15, on WCBS-TV New York from Madison Square Garden. Agency, McCann-Erickson, New York.

FERRY-MORSE RESUMES • Ferry-Morse Seed Co., Detroit, will sponsor *Garden Gate* on CBS for 16 weeks starting Feb. 5, 1949, Sat. 9:45-10 a.m., fifth year company has sponsored program during pre-planting season. Agency, MacManus, John & Adams, Detroit.

WOIC SIGNS 15 ACCOUNTS

FIFTEEN 52-week accounts signed on first day of selling by WOIC Washington, Bamberger TV station in nation's capital, according to William D. Murdock, sales manager. Contracts range from single weekly spots to strips. Station will take air Jan. 15. WOIC presented each sponsor with gold pen used in signing contract.

CBS Gets Jack Benny; Stirs Angry Battle

JACK BENNY program, sponsored by American Tobacco Co. for Lucky Strike cigarettes, will move to full CBS network Jan. 2 in Sunday 7-7:30 p.m. period it has occupied on NBC, CBS announced Friday (early story, page 32). Rebroadcast time for Pacific Coast remains 9:30-10 p.m. (PST).

After the CBS announcement Niles Trammell, NBC president, said: "Until the U. S. Treasury says that such transactions are lawful, NBC will continue to refuse to purchase stock in so-called production corporations where the artists who control such corporations are performing on the NBC network.

"Such arrangements are bound to lead to charges of discrimination between artists who are paying income taxes at the regular rates and those who are paying at the lower rates of only 25% based on so-called capital gains."

A CBS spokesman came back with this statement: "If and when any deals are made for the purchase of radio production companies or radio properties, all details of such transactions will be submitted to the Treasury Dept. for approval or disapproval. Thereby, how by any stretch of the imagination can there be any question as to the propriety of such transactions.

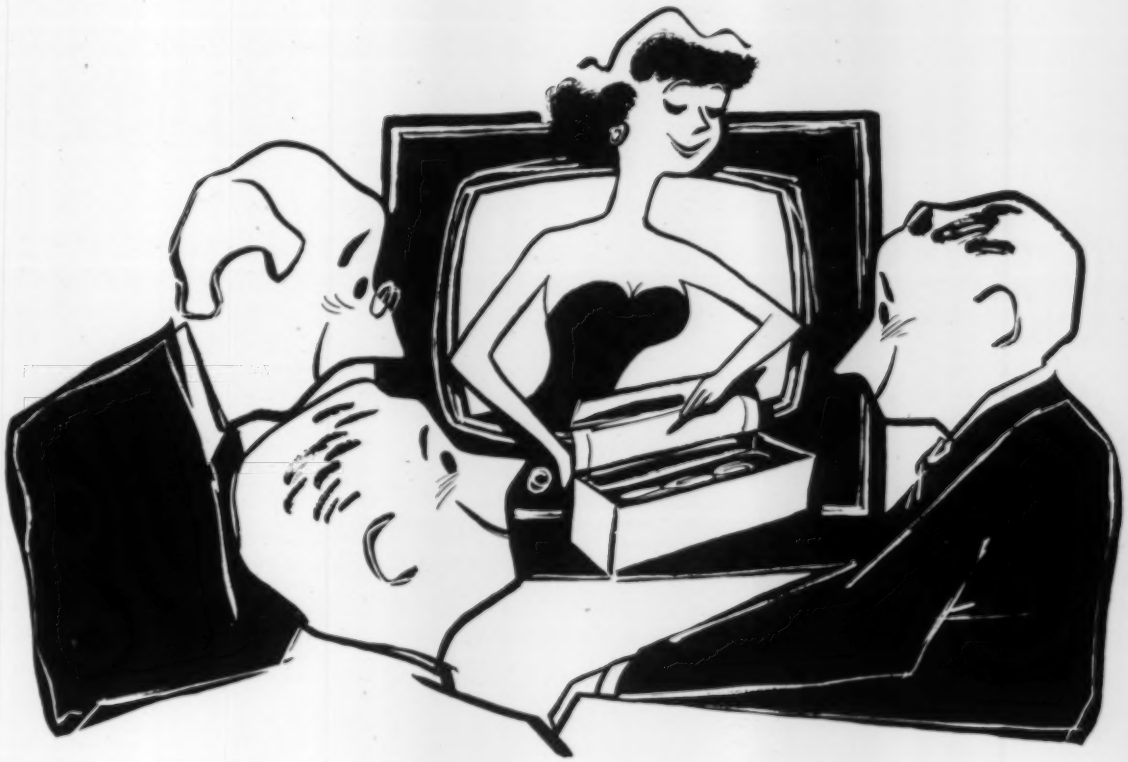
"Mr. Trammell's statement is unwarranted and reflects unfairly on many creative artists who have done no more than abide by our tax laws like any businessman or corporation.

Phil Harris-Alice Faye program, sponsored by Rexall Drug Co. on NBC, 7:30-8 p.m. Sunday, will stay on that network for time being, necessitating some fast traveling between CBS and NBC studios for Mr. Harris if he is to stay on Benny show.

It is understood this decision was reached after President Charles Luckman of Lever Bros. had insisted that *Amos 'n' Andy* continue to plug Rinso in that time period on CBS. Coca-Cola Co., soon to assume sponsorship of Edgar Bergen and his Charlie McCarthy, has left question of network open until an Internal Revenue Bureau ruling on capital gains matter, expected about Dec. 15.

CBS is understood to have offered both Benny and Bergen outright purchase-of-program deals similar to that concluded earlier with *Amos 'n' Andy*. Decision to keep Harris-Faye program on NBC apparently negates that network's offer of its Sunday 7-8:30 p.m. time as solid block. Offer was first made to Procter & Gamble Co. for *Life of Riley*, Red Skelton and *Truth or Consequences*, currently all on NBC at other times, but was rejected by several agencies involved.

On WCAU you're in Philadelphia



Eye and ear advertising appeal of
WCAU-TV programs reaches 80,000 sets
with thousands added every week
in the fast-growing television center
and second largest TV market.
CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM

Get DIVIDENDS TOO!

Buy WFBM ☆

● Advertisers on WFBM are investing their money to buy time and talent, and they're getting their money's worth, as Hooper's and BMB's figures testify.

But, they're getting something else too. WFBM pays out regularly recurring dividends—big dividends in promotion and merchandising.

WFBM's outstanding *merchandising program* of special field work and personal retail contact doesn't show up in Standard Rate and Data, but it is an *every-week* affair.

And, WFBM's *promotion* doesn't show up on the rate card either, but it includes direct mail, taxiposters, point-of-sale, newspapers, and many other hard hitting features.

Investigate, then invest in WFBM!

☆

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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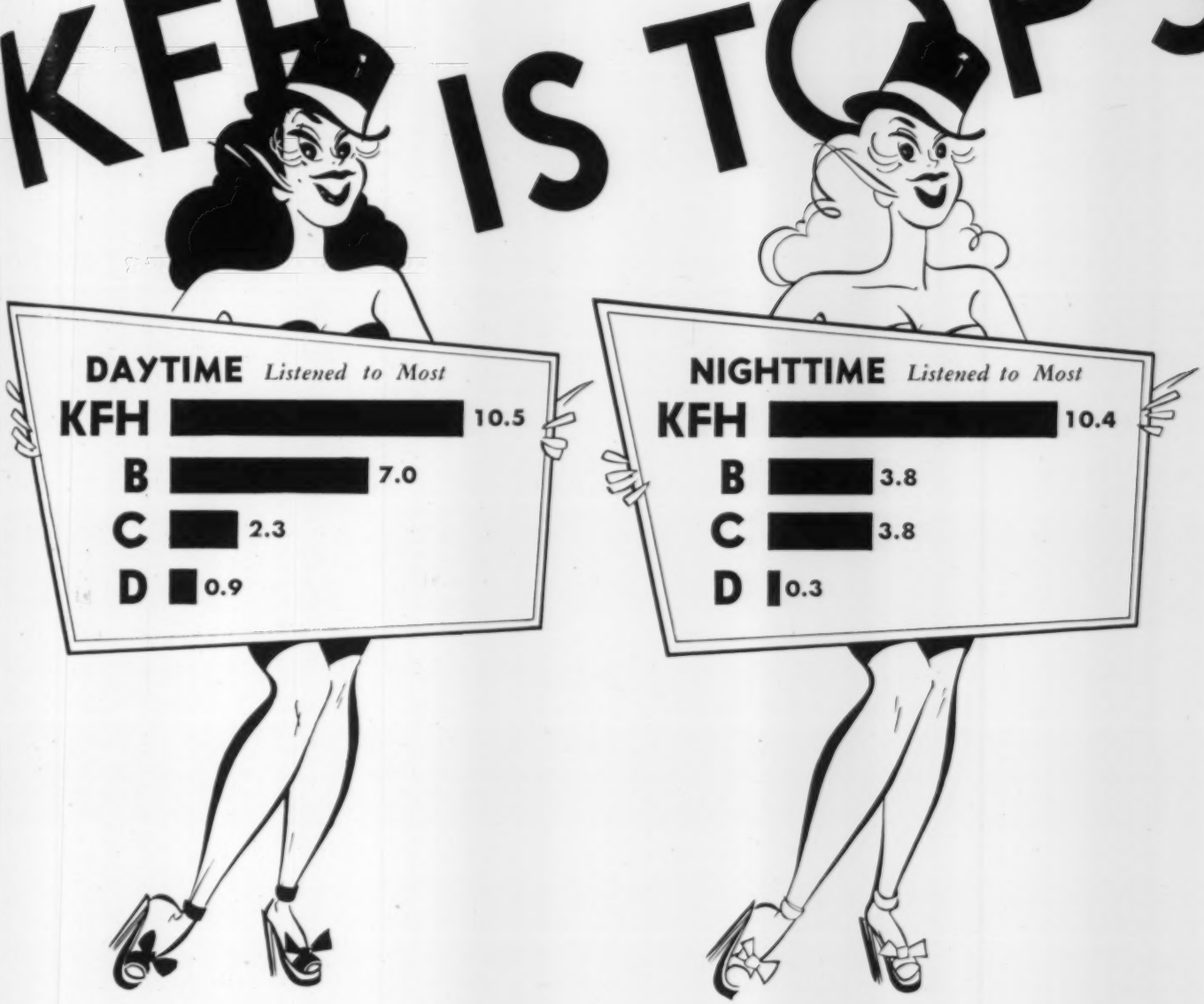
Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS



There is no 2-way stretch in KFH coverage — it's 5,000 watts ALL the time and it's the TOP audience station day and night. Every unbiased survey of listening habits gives KFH the TOP rating in the Wichita trading area by a large majority.

Source of Data: THE KANSAS RADIO AUDIENCE OF 1948 • An unbiased survey conducted by Dr. F. L. Whan in one out of every 75 homes in Kansas • 6,633 families reporting divided as follows: 2,256 on farms, 1,762 in villages, 2,614 urban

5000 Watts - ALL the time

KFH

CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WICHITA, KANSAS

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Reference Noted

EDITOR, BROADCASTING:

I want to thank your organization very much indeed for the nice reference to The Walker Co. in your issue pertaining to radio in Minneapolis.

Wythe Walker
The Walker Co.
New York

* * *

'Baby Looks Fine'

EDITOR, BROADCASTING:

The baby [TELECASTING SHOWSHEET] looks fine.

As I initially told you, BROADCASTING is the one medium that can handle this type of operation. I think you have done a fine job, both as to content and format. Please keep it coming.

You will also remember that I suggested you put in some information about cable availability. That is a most important subject in connection with the networking of television, and more people are going to become aware of it when East and Midwest hook-ups are linked together.

Congratulations on a fine job. . . . Once again BROADCASTING is rendering a distinct service to the industry.

Thomas J. McDermott
N. W. Ayer & Son
New York

* * *

Offers 'Telestatus' File

EDITOR, BROADCASTING:

Received my Nov. 8 issue of BROADCASTING and noticed on page 16 under the heading "Open Mike" that a Mr. Joseph W. Tammany, Television Department of "Borden's" in New York City is looking for the first 29 copies of . . . "Telestatus." Said he has No. 30.

If you cannot supply him with those back items, I will be very glad to furnish them to him as I have all copies on hand. They have already served their purpose in so far as I am concerned so I will be more than glad to help out others.

Ray B. Edge
National Radio Club
Buffalo 15, N. Y.

EDITOR'S NOTE: Mr. Tammany's request was filled. Anyone else want to start a file?

Educational Aid

EDITOR, BROADCASTING:

Your recent series of reports on major radio markets has proved to be a most important contribution to our work here at the U. BROADCASTING is used regularly as a supplementary text for our courses in radio programming and advertising. We find the YEARBOOK and all of your special publications are in use constantly as reference material in the majority of our radio courses.

Thomas D. Rishworth
Radio House Director
U. of Texas

* * *

A Word of Thanks

EDITOR, BROADCASTING

Thanks very much for the splendid article in the Nov. 15 issue of radio's top magazine on Byron McGill. No one deserves it more.

J. B. Conley
Westinghouse Radio Stations Inc.
Philadelphia

WSIX GIVES YOU THE NASHVILLE MARKET AREA!

NO WASTED COVERAGE

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone — via WSIX!

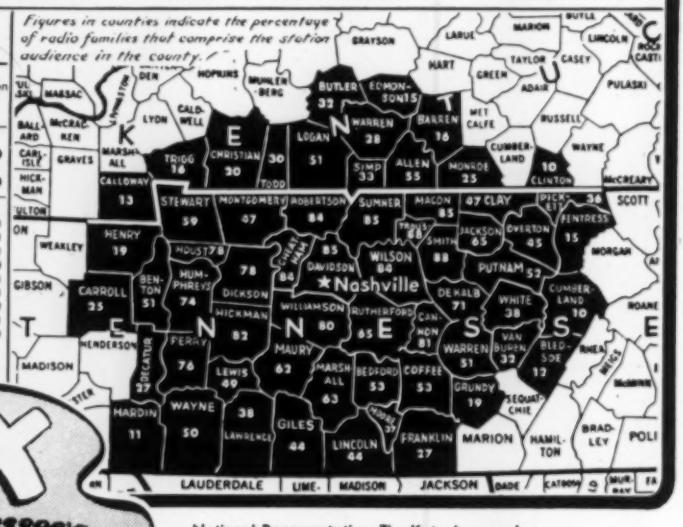
*Projected from Sales Management May '48

BMB STATION AUDIENCE MAP — DAYTIME — BASED ON STUDY NUMBER 1 — MARCH 1946

SUMMARY DATA—DAYTIME
Tabulation by the KATZ AGENCY, INC.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%		47,850	39,810
Home County Davidson 83%		67,340	57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	**29**	**159,060**	**120,030**
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	**48**	**216,800**	**140,900**
20% " "	49	224,490	142,470
10% " "	**60**	**252,610**	**146,690**

Complete BMB County and City Data available on request.



WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71,000 W • 97.5 MC

TALENT HUNT
WFAA Starts Contest With Prizes

WFAA Dallas has launched a radio talent hunt in the Southwest to run through a 25-week series of contest broadcasts.

Top prize of $350, and two others of $100 are offered, plus chances for paid appearances and an opportunity to join the WFAA talent staff.

"Our talent search was interrupted during the war," said Martin B. Campbell, WFAA general manager, "but now we are ready to go ahead. The award may become an annual affair."

Craig Barton, WFAA talent coach, auditions contestants for preliminary rounds, leading to semi-finals and finals. First contest broadcast was last Monday, 9:30 to 10 p.m.

Contract Taking Shape Between Films and BBC

FIRST step toward a working arrangement between the BBC and the British film industry has been made, according to word from London. The proposal calls for the film people to supply the BBC with feature and other motion pictures for broadcast use on the BBC video station while the BBC in exchange will make certain special event telecasts available to the movie theaters for large screen reproduction.

Norman Collins, BBC controller of television, who has been appointed to the board of governors of the National Film Institute of Great Britain [BROADCASTING, Nov. 15], is currently in the United States surveying American television.

"LET'S PUT THE THREE-CAR GARAGE OVER THERE!"

Yup, our North Dakota yokels have it *good* in the Red River Valley — big crops that make an average Effective Buying Income of $5599 per family, compared with $4567 for the counties we *don't* cover in this State! (Sales Management, 1948.)

Right now, farmers around Fargo buy more than 125 national products advertised *over WDAY* . . .

Whatever you've got to advertise, WDAY in its 26th year continues to be the *topnotch medium in this fabulous North Dakota Area.* Write us for details today.

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

Everything for TV—

complete antenna systems,

● Up there, 737 feet above the sidewalks, is a 6-section Super Turnstile—RCA complete from transmission line to beacon light. More than sixty RCA TV antennas of this bat-wing type have been shipped to television's top stations. Many are now in use.

Each RCA Super Turnstile is complete—with everything needed to transmit high-quality sound-and-picture signals. A complete system includes a Diplexer for handling sound and picture signals simultaneously, transmission lines, de-icing equipment, 300-mm beacon, and all miscellaneous hardware. The system can also include a Triplexer (optional) for operating your present FM transmitter and your new television sound-and-picture transmitter . . . *simultaneously on the one antenna.*

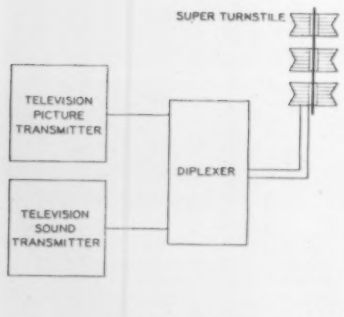
Why are RCA Super Turnstiles the choice of nearly 90 per cent of the TV stations?

Because RCA Super Turnstiles produce a horizontal radiation pattern that is virtually circular. They provide power gains of 3.5 to 7.1, depending on the TV channel used. (For example, Type TF-3A antenna delivers an effective radiated power of over 20 kilowatts with a 5-kw transmitter on channel 6.) RCA Super Turnstiles are lightweight, have low wind resistance, are effectively grounded for lightning protection, and are easy to erect.

Get the proper start in planning your antenna system . . . and your station . . . by calling in your RCA Television Specialist. Or write Department 19KE. RCA Engineering Products, Camden, New Jersey.

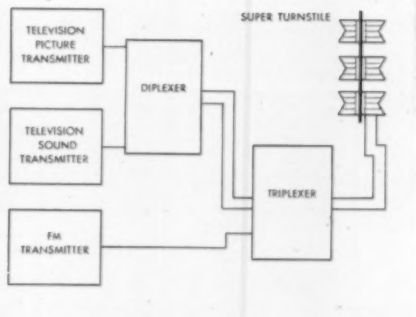
Six-section RCA TV Super Turnstile Antenna, Type TF-6. This single unit can be mounted on building or tower. Total weight, only 2,300 lbs. Height, 46 feet, 3 inches. *Power gain, 6.4-7.1 on channels 7 to 13.*

The One Equipment Source for Everything in TV—is RCA



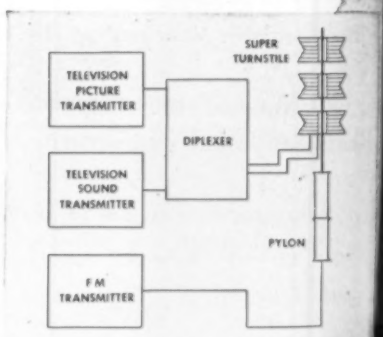
For the Separate TV Station

The RCA Diplexer feeds both the sound-and-picture signals—minimizing interaction in the transmitters so that one antenna radiates both signals simultaneously and effectively.



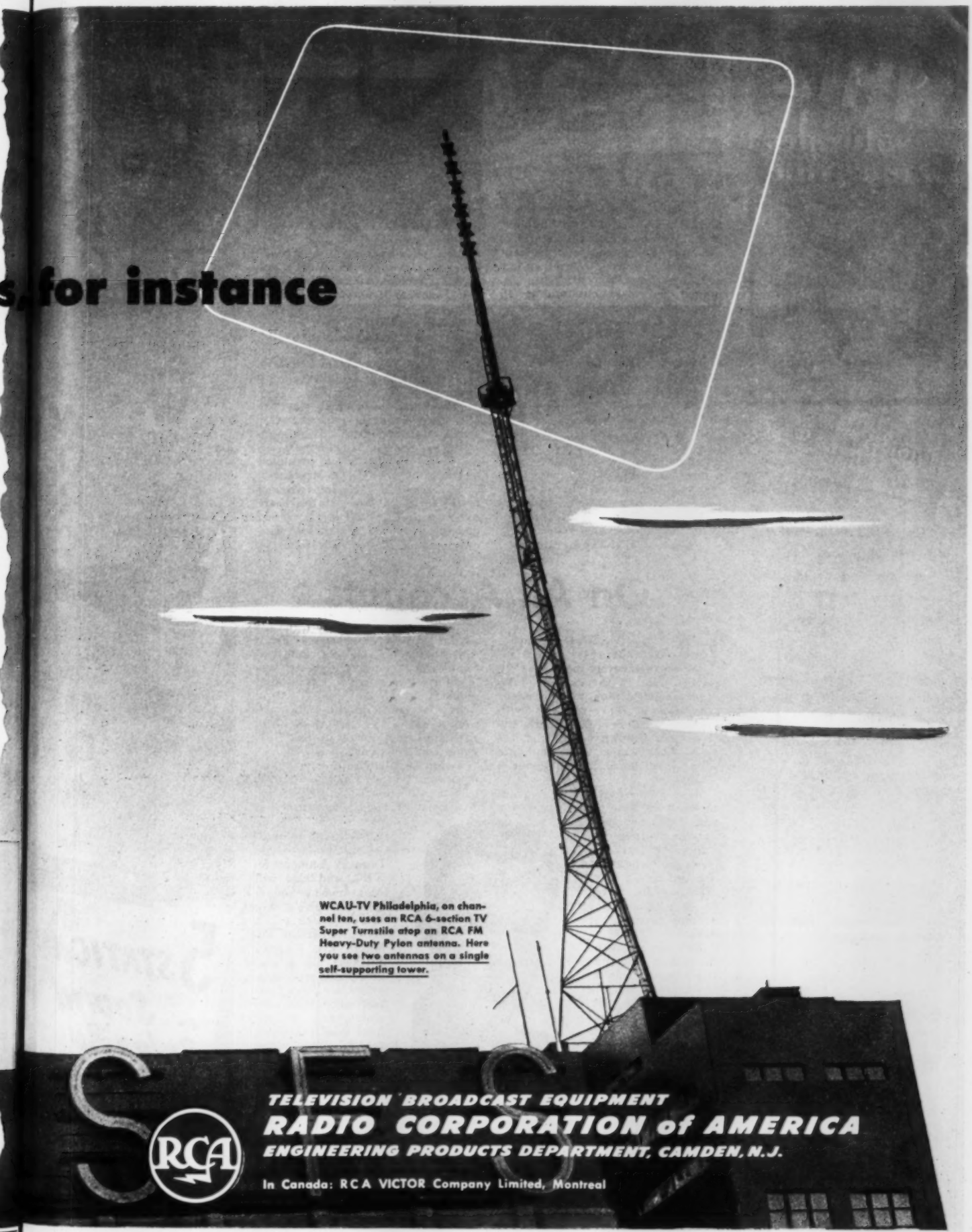
For the Combination TV-FM Station
(Certain powers and channels only)

Enables the station to use FM in the 98-108 Mc band while simultaneously transmitting TV pictures and sound. Diplexer and triplexer isolate all three transmitters and feed their signals to the one antenna. Here, *one RCA Super Turnstile does it!*



For the Combination TV-FM Station
(All powers and channels not covered by 2)

A Super Turnstile with Diplexer, for the TV sound-and-picture signals; and an FM Heavy-Duty Pylon for the separate FM transmitter. Here, *one RCA antenna system does it!*


s, for instance
WCAU-TV Philadelphia, on channel ten, uses an RCA 6-section TV Super Turnstile atop an RCA FM Heavy-Duty Pylon antenna. Here you see two antennas on a single self-supporting tower.
TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal

Everything for TV—

complete antenna systems,

● Up there, 737 feet above the sidewalks, is a 6-section Super Turnstile—RCA complete from transmission line to beacon light. More than sixty RCA TV antennas of this bat-wing type have been shipped to television's top stations. Many are now in use.

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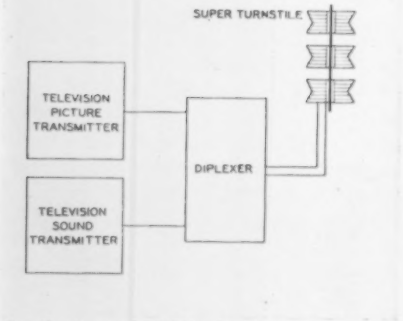
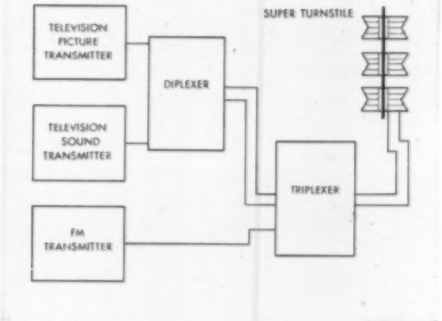
Six-section RCA TV Super Turnstile Antenna, Type TF-6. This single unit can be mounted on building or tower. Total weight, only 2,300 lbs. Height, 46 feet, 3 inches. *Power gain, 6.4-7.1 on channels 7 to 13.*

The One Equipment Source for Everything in TV—is RCA



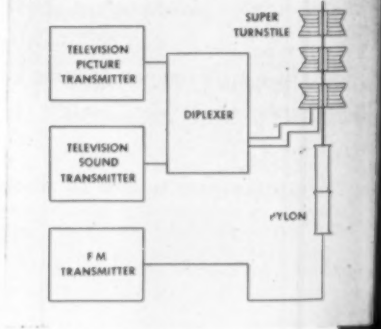
For the Separate TV Station

The RCA Diplexer feeds both the sound-and-picture signals—minimizing interaction in the transmitters so that one antenna radiates both signals simultaneously and effectively.



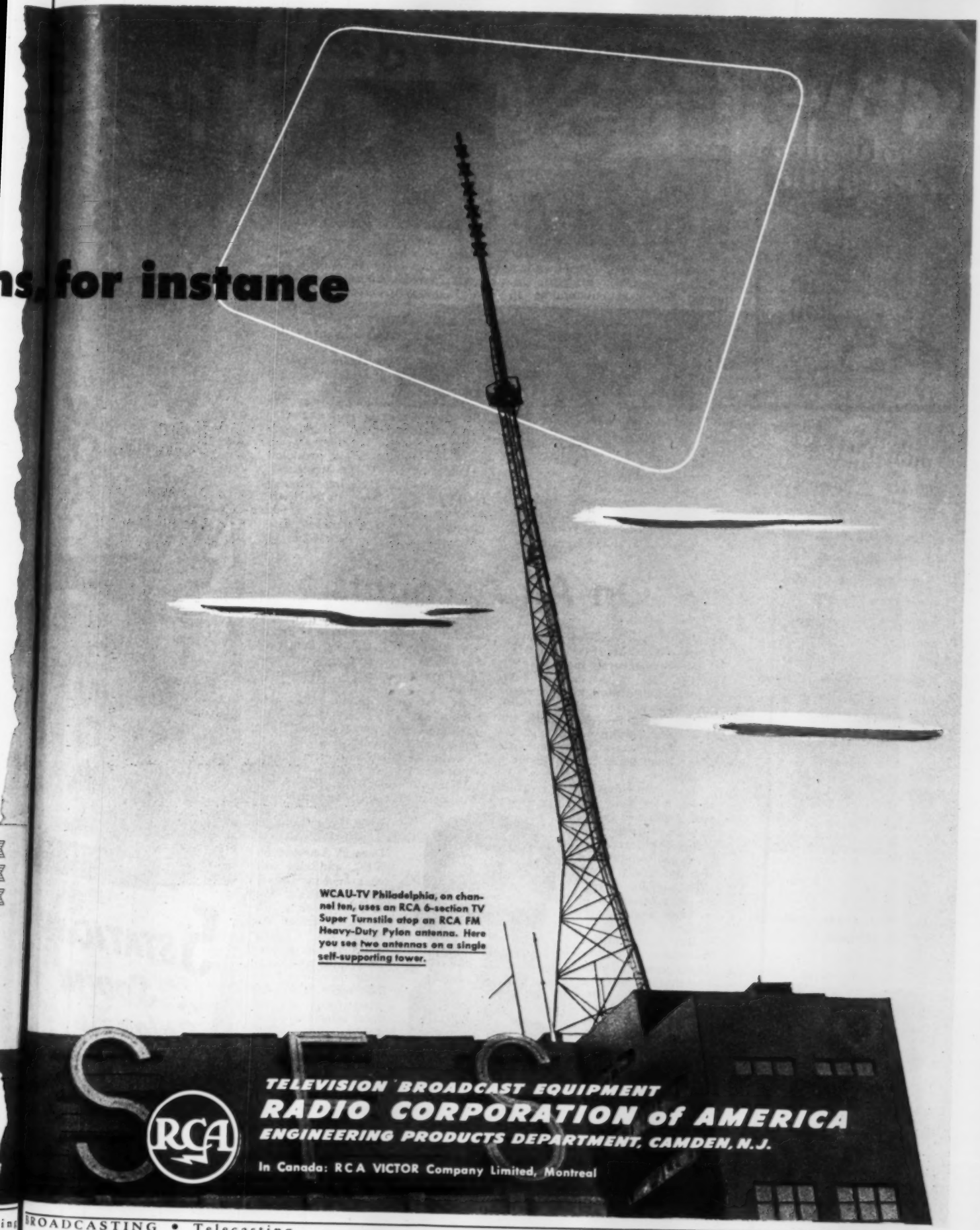
For the Combination TV-FM Station
(Certain powers and channels only)

Enables the station to use FM in the 98-108 Mc band while simultaneously transmitting TV pictures and sound. Diplexer and triplexer isolate all three transmitters and feed their signals to the one antenna. Here, *one RCA Super Turnstile does it!*



For the Combination TV-FM Station
(All powers and channels not covered by 2)

A Super Turnstile with Diplexer, for the TV sound-and-picture signals; and an FM Heavy-Duty Pylon for the separate FM transmitter. Here, *one RCA antenna system does it!*


ns, for instance
WCAU-TV Philadelphia, on channel ten, uses an RCA 6-section TV Super Turnstile atop an RCA FM Heavy-Duty Pylon antenna. Here you see two antennas on a single self-supporting tower.
RCA
TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal

Yes—WHIZ floods Southeastern Ohio with an average evening share - of - audience of 64.6% (Conlan Survey week of May 23, 1948).

Here's a new high-water mark of audience domination—a "plus value" for all WHIZ advertisers.

Morning, afternoon and evening WHIZ averages 62.2% share - of - audience . . . proof of the results of top local production and popular NBC programs.

Buy the station with the BONUS audience.

Feature of the Week

THEY couldn't keep Miss America of 1948 "BeBe" Shopp of Hopkins, (Minn.) on the farm, so WNAX Sioux City-Yankton, S. D., collaborating with civic officials and 2,500 4-H club youngsters, invited her to a celebration in Mankato, Minn., early this month.

The occasion was WNAX's 1,000-plate banquet honoring Mr. and Mrs. Ben Ludtke of Good Thunder, Minn., winners of the station's five-state Farmstead Improvement Program. The couple, whose home and farm improvements were adjudged the most outstanding in Minnesota, received $1,050 in merchandise from WNAX. And Miss Shopp was on hand to play her vibraharp during the WNAX Missouri Valley barn dance.

The three-year program, now in its first year, is sponsored jointly by WNAX and state extension services of Minnesota, Nebraska, Iowa and the Dakotas. The station annually gives merchandise awards of $50 for county and $1,000 for state winners, who automatically become eligible for a five-state grand prize to be awarded in 1950. There were 1,043 entries from 203 counties this year.

Purpose of the program is to give farmers an incentive to push improvements on their farms—and, in so doing, focus attention on the farm as a "convenient, modern and pleasant place for family living."

Robert R. Tincher (r), WNAX general manager, announces the $1,050 merchandise award at banquet honoring Mr. and Mrs. Ludtke.

* * *

The Mankato banquet was the fourth in a series honoring this year's state winners. Highlights of the program included a main address by W. C. Coffey, president emeritus of the U. of Minnesota.

On occasions honoring winners in the cities of other states, there were parades, barbecues, street dances, 4-H calf scrambles, banquets, speeches and band concerts.

On All Accounts

IN THE REALISTIC literature of our time, roses and Wall Street are rarely mentioned together. Yet in the case of John (Jack) Davis Upton, vice president and account representative with N. W. Ayer & Son, New York, the connection was an actual one. It was Wall Street that kept his talent from being hidden under a rose bush.

Mr. Upton's first job after graduation from Yale in the depression year 1932 was with the Bamberger Co. where his degree in electrical engineering apparently qualified him for a job as salesman of the aforementioned rose bushes.

But just about the time that Gertrude Stein began declaiming that a rose is a rose is a rose, Mr. Upton decided that enough is enough is enough, whereupon he joined the firm of Stone, Webster and Blodget selling public utility securities.

Mr. UPTON

After two years in a stiff collar and a blue serge suit he left the financial district to enlist with the Jiffy Manufacturing Co. (paper products), where he was named sales and advertising manager.

In 1936 he departed his paper work to move to N. W. Ayer & Son as an account executive. From that time on his rise was rapid and his status secure as one of the looming figures in the advertising industry.

At first he represented such accounts as Eastern Steamship, Kirkmans Soap and Half and Half American Tobacco.

Today he is a vice president and manager of service on the Sealtest account, the television part of the American Tobacco account, and part of the Johnson & Johnson account.

Sealtest sponsors Dorothy Lamour on NBC, and also will sponsor a new quarter-hour show five times weekly on ABC. American Tobacco Co. (Lucky Strikes) has a current video spot campaign, a college football schedule on television and a half hour television show scheduled for sometime in January on NBC-TV.

The Uptons were married in 1940. They have two children, Mary 6½ and Elinor 2. The family lives in their own home at Greens Farms, Conn. Mr. Upton is a member of the Yale Club and the St. Anthony Club. His hobbies include golf, riding, carpentry, stamp collecting and photography.

NOVEMBER 29, 1948

TELECASTING

A Service of BROADCASTING Newsweekly

it's legitimate

to make a play for theater-hungry video audiences. The Philco Television Playhouse does just this each Sunday evening at 9, NYT, on NBC.

The curtain rises on comedy, drama, tragedy and musical comedy—the gamut of the legitimate stage—for millions of American viewers as the Philco Television Playhouse goes on the air. These hour-long presentations of famous plays have lifted the swiftly growing television art to the bright-lighted level of the Broadway stage.

It's legitimate and it's professional: the Philco Television Playhouse, superbly staged, consummately acted by top-notch stars and seen by the greatest number of viewers over NBC, television's No. 1 Network.

NBC Television

NATIONAL BROADCASTING COMPANY • NEW YORK

A Service of Radio Corporation of America

UNIFORM TV RATE CARDS

for

RATE CARD No. 3
Effective Sept. 22, 1948

Paramount Television Station

WBKB

BALABAN & KATZ CORPORATION
CHICAGO

CHANNEL 4 • FREQUENCY 66-72 MC.
Licensed to operate full time

and

RATE CARD No. 2
Effective Nov. 1, 1948

Paramount Television Station

KTLA

YOUR STAR SALESMAN IN
HOLLYWOOD

CHANNEL 5 • FREQUENCY [illegible]
Licensed [illegible]

IN AMERICA'S No. 2 and No. 3 RETAIL MARKETS

Don't overlook the sales promotional punch that Paramount TV Stations—backlogged by 36 years of entertainment know-how—can deliver *as needed* in the important Midwest and Southern California trading areas. Paramount Video Transcriptions—sight-and-sound film-recordings of your tele-shows—make *selective* TV schedules possible and budget-smart.

If our Rate Cards have not reached your desk, please ask for them.

Paramount Television Productions Inc.

WBKB
Balaban & Katz TV Theatre

KTLA
Your Star Salesman in Hollywood

Hollywood Studios • 5451 Marathon Street • HOllywood 6363
Chicago Studios • 190 North State Street • RAndolph 6-8210
New York Offices • 1501 Broadway • BRyant 9-8700

KEY STATIONS OF THE PARAMOUNT TELEVISION NETWORK

Represented Nationally by Weed and Company

ATUNE TO TIME

Bulova's $500,000 Video Bullseye

BULOVA WATCH CO., whose broadcast time signals are almost as widespread as radio itself, is taking out a claim for the future in television which may be expected to match the growth of this new kind of broadcasting.

In 1949 the Bulova appropriation for television advertising will exceed $500,000, Terry Clyne, vice president of the Biow Co. and account executive on the Bulova account, told BROADCASTING. But he hastily added that the video expenditure is not being made at the expense of sound broadcasting, in which during the coming year Bulova will expend some $3 million, more than in any previous year. Such a heavy expenditure for television is being made with the full knowledge that it is not justified by the size of the present TV audience, Mr. Clyne said. "Bulova," he stated, "is buying for the future, staking out now its claim for the hourly evening program breaks in what promises to be television's top viewing times."

Bulova's video time-buying is based on a plan peculiarly and particularly designed for television advertising, one of the earliest examples of pure "television thinking" in advertising. Like the company's broadcast advertising, the video plan involves a time signal, but there the similarity ceases.

Dual Purpose

The Bulova plan, Mr. Clyne explained, is predicated on the FCC requirement that a television station identify itself visually as well as orally every hour on the hour during its daily period of operation. As the hour is, of course, the best time for a time signal. So, reasoned the company and its agency, why not combine the two?

Starting with WGN-TV Chicago, where the plan was successfully tested early last summer, the plan embodies designing an appropriate video identification for each station, with the picture also including a clock face bearing the words "BULOVA Watch Time." While the moving hands of the clock traverse the ten-second span

Both video station and sponsor profit from the required identification-time announcements such as this used by WPIX (TV) New York.

to the hour, the announcer gives the oral identification and follows with "It is now 9 o'clock B-U-L-O-V-A watch time. America runs on Bulova time."

Backgrounds, Designs Differ

Station executives are consulted in each case to insure the best possible design for the identification picture, Mr. Clyne said. That for WBAP-TV Fort Worth shows the station call letters backed up by the cow bell, which for years has been the station symbol of WBAP (AM) as well as WBAP-TV. WABD New York accompanies its call with the Statue of Liberty. WPIX New York utilizes the city skyline (see illustration). In Washington, WTTG associates itself with the Capitol dome. WMAR-TV Baltimore displays the tower of the Sun Building; WWJ-TV Detroit shows the Penobscot Tower where its transmitting antenna is located.

And so on through the complete list of TV staions carrying these identification-and-time announcements. In addition to the stations already named the list currently includes WENR-TV Chicago, WPTZ and WCAU-TV Philadelphia, WXYZ-TV and WJBK-TV Detroit, KDYL-TV Salt Lake City. Soon to be added are KECA-TV Los Angeles, WBZ-TV Boston, WEWS Cleveland, WAAM Baltimore, WMAL-TV Washington, WBEN-TV Buffalo, KRSC-TV Seattle, WAGA-TV Atlanta, WAVE-TV Louisville, WSPD-TV Toledo, WRGB Schenectady, WTVR Richmond, and others are being lined up.

In most markets, Mr. Clyne said, these ten-second announcements, broadcast three times a night, at 7, 8 and 9 p.m., implement the company's 20-second and one-minute announcements in which an animated film precedes the time signal. He pointed out that the new plan permits video stations to sell a regular station break announcement without being guilty of double-spotting, since the Bulova time signal is combined with the station identification.

Determined to be in tune with the times of the future, Bulova Watch Co. has taken a long step into television. The company's $500,000 1949 TV budget will augment its $3,000,000 aural budget, the largest in its history. Bulova will feel right at home in television with advertising tied in with the stations' time signals, as is the practice in AM. Bulova now blends its familiar B-U-L-O-V-A ten second aural and visual message with the required identification and time announcements of 12 TV stations. A dozen stations will soon be added.

Hooper's Pocket Piece Will Include Television

HOOPER Pocket Piece for the 30th of each month, starting shortly, will be revamped to include video information. Evening ratings pages will provide a separate column for composite TV ratings by time periods; subsequently this TV column will extend into the daytime ratings pages as well. Inside back cover will show a Hooper estimate of TV homes compared with the latest BMB report on radio homes, plus the share of audience for TV and sound broadcasts for the 6-10 p.m. period.

TV data will also be included in the Hooper city reports, starting with New York and extending to other cities as the need arises. The reports will show radio and video ratings for all homes in the sample and for TV homes only, both for the city proper and for the metropolitan area, the latter being divided into appropriate geographic units.

BURBACH TO ADDRESS TBA'S VIDEO CLINIC

GEORGE M. BURBACH, general manager of the *St. Louis Post-Dispatch* broadcasting activities, KSD-AM-FM-TV, will discuss "Station Management Do's and Don't's" at the one-day television clinic of Television Broadcasters Assn., Dec. 8, at New York's Waldorf-Astoria Hotel.

Mr. Burbach

Other speakers scheduled for the clinic are: Wayne Coy, FCC chairman; Robert P. Myers, NBC; Leonard Hole, WABD (TV) New York; George Moskovics, CBS-TV; Robert L. Coe, WPIX (TV) New York; Myron Kirk, Kudner Agency; Hugh M. Belville, NBC; Klaus Landsberg KTLA (TV) Los Angeles; Doty Edourade, Badger, Browning & Hersey; Eugene Katz, Katz Agency. Chairman is E. P. H. James, Mutual vice president.

An additional feature of the clinic will be a display of 1949 model video sets made by manufacturers who are TBA affiliate members. These receivers will be installed in the Jade Room at the Waldorf to receive special TV programming scheduled for 9:45-11 a.m. and 12:30-1 p.m.

FILM FOOTAGE HIGH ON DuMONT PACKAGE

FILM footage devoted to DuMont Teletranscriptions each week is roughly twice that of all Hollywood feature pictures, Lawrence Phillips, director of the DuMont TV network, said last week.

The DuMont programs Teletranscribed at WABD (TV) New York for use by the network's non-interconnected affiliate stations total between 14,000 and 20,000 feet of 16mm film, he said, while the finished footage of all feature pictures produced in Hollywood, if done on 16mm, would average only 8,000 feet a week.

Eight DuMont affiliates are now receiving this service from WABD: WGN-TV Chicago, KTSL (TV) Los Angeles, WEWS (TV) Cleveland, WJBK (TV) Detroit, WSPD-TV Toledo, WDSU-TV New Orleans, KRSC-TV Seattle, KOB-TV Albuquerque.

'Oh, Daddy'

FIRST six telecasts sponsored by a furrier on KTLA Hollywood have paid off in handsome dividends—$15,000 worth of gross business for Lowell and Bradfield of Beverly Hills, sponsor of *Women's Page, Magazine of the Week* each Sunday at 8:40 p.m. on KTLA. The $15,000 figure includes re-styling and new fur sales, according to Mr. Lowell, who said business was direct result of programs.

TV SYNTHESIS

Lighting, Children, Sound Neglected

By JACK WEIR LEWIS
Assoc. Dir.,
Rocky Mountain Radio Council

ONE OF THE MOST interesting things to the program and production man is New York's candid admission that the televisers haven't even begun to scratch the surface so far as evolving an art form that is peculiarly television is concerned. Not stage, not radio, not movies, but something that is a synthesis of the three . . . and which in time will be peculiarly its own—as different as radio is from the movies.

At ABC they're thinking in terms of turning loose together a top-notch radio writer and director, a stage producer, and a Hollywood big shot production man to see what will come of it. Working together or independently as circumstances may dictate, these master minds, it is hoped, will evolve something that is really TV.

The idea is infectious, and might well be copied in places like Denver, where fair talent is available.

WABD's 'Superb Job'

Without too much outlay, WABD, DuMont's New York TV outlet, is doing a superb job in the field of public affairs—a television natural called *Court of Current Issues*, which almost any station could adapt to fit its own community. It comes as near to being peculiarly TV as any educational showing I've seen anywhere.

Anyone who contemplates committing television in the near future ought to get a print of it (it's teletranscribed for use by projection elsewhere, and thus there are multiple prints in existence).

The show is done with a courtroom format, entirely unrehearsed, and is drama in the raw.

Also worthwhile watching, because of an interesting idea and considerable technical virtuosity on the part of an excellent director, is the CBS offering in the field of public opinion, using Elmo Roper and Lyman Bryson . . . in opinion poll analysis.

On a strictly bigtime operation, NBC's Kraft show is tops, and an observer can get a liberal education in TV techniques by following this one through from first rehearsal through broadcast.

Hollywood Technique

The technique is strictly Hollywood, however, and you come out relishing the experience, but somehow feeling that it ended up by being a good attempt at something the movies could have done more smoothly.

For virtuosity of production, NBC's Lanny Ross offering (Swift & Company) and the Bates Fabric segment are worth following if you're interested in variety techniques. But they too are hardly feasible for home town talent and budgets.

With the exception of WPIX, the New York *Daily News* TV outlet, most of the [New York] stuff is high-priced and slanted for the network market. Aside from some excellent newsreel work on film, WPIX seems to be doing a rather indifferent job of programming.

Going from the rather frantic rat-race of New York City production to WRGB (TV) Schenectady [General Electric] is like fighting one's way out of S. Klein's on the Square and walking into the unhurried precincts of the Public Library. Not that things are static in Schenectady—quite the contrary. They're just calm.

AFTER a month's "exploration and idea-stealing" in certain eastern TV stations, Jack Lewis wrote down his discoveries for BROADCASTING. Sent on the trip by the Rockfeller Foundation, his purpose was threefold: To report on television programming and production to the industry in Colorado; to explore methods of training production personnel; and to learn as much as possible about TV shows. He went as a representative of the Rocky Mountain Radio Council, which works with Colorado and Wyoming stations in producing and distributing public service shows.

Telecasts are less pretentious than in New York but just as good. Everybody seems to enjoy what he's doing. Ulcers, if present, aren't worn on the sleeve.

A lot of this cooperative atmosphere seems to be due to Al Zink, station manager of WRGB, and to General Electric's policy of in-service training for production and technical personnel.

Small Production Budget

WRGB is a top example of what a station in a medium-sized town can do in the way of programming and production. Although Schenectady is smaller than medium sized, it appears that the production budget would be about that which could reasonably be expected in a town the size of, say, Denver.

So far as equipment goes, WRGB has less than many other outfits. This is due to GE's farsighted policy of assuming that the customer is more important than the proprietor. It's no uncommon occurrence for a camera earmarked for GE's own station to be suddenly whisked away to . . . some faraway customer. . . . That happened last year to WRGB's relay transmitter, and today the station can receive network programs, but it can't send them out to the network.

The outstanding thing about WRGB is its in-service training program. In order to train a director or production chief, GE teaches him the business from the ground up. A trainee learns how to operate a camera, handle a mike boom, light a stage, paint scenery, push a dolly, and stage manage a show before he takes on the responsibility of direction.

By the time he is given a simple show to produce, he has a thorough grasp of everybody else's problems through his own experience. Consequently there are fewer blunders and better shows at WRGB than at many a station operating on a more pretentious scale.

WFIL-TV Philadelphia, operated by the *Inquirer* under the leadership of Roger Clipp, is an example of large city televising with ample funds; but there are many unpretentious shows which can be emulated without too great an outlay of sponsor or station money.

Steck Is Spark Plug

Chief spark plug here is Jack Steck, idea man, program director, producer, performer, and high-powered brainstorm. An hour's talk with Mr. Steck is worth more than a week at the networks. He has sound program ideas, more than a flair for showmanship, a vaudeville and variety background, and an infectious way of getting people to listen to him.

As to specific programs, station applicants should take a long look at WFIL's *Swap Shop*, the essence of simplicity but a natural coin getter. WFIL's newsreel coverage is for my dough the best in the country, but not cheap.

NEW TWIST in television commercials is used by Bavarian Brewing Co., Covington, Ky., on its *Midwestern Hayride* show on WLWT (TV) Cincinnati, Saturdays, 7:30-8:30 p.m. Pointing up its slogan, "A Man's Beer," Bavarian has introduced a two-foot pretzel and man-sized bottle to help get across the idea. The Bavarian account is handled by The Ralph H. Jones Co., Cincinnati and New York.

Shrouded at present in an air of semi-mystery, but in some esoteric way an *Inquirer*-WFIL project, is one of the most amazing TV experiments I've ever witnessed. It is variously referred to as the Buttonwood Operation, "the gadget" or just plain Buttonwood, taking its name from a Philadelphia street of that name upon which is located a converted stable, housing one of the largest TV studios in the world.

Operation Buttonwood, under the direction of scene designer Albert Johnson, who among other projects has staged the Barnum and Bailey Circus, is something brand new in television.

Multi-Plane Stage

Chief gimmick is Johnson's multiplane stage—consisting of scenery, curtains, props, etc. in miniature, which could be amazingly matched with action and portions of a set on a more than full-size stage some yards away, thus not only giving astonishing and breathless effects, but saving the tremendous costs involved in constructing full-sized sets.

Buttonwood is an art director's paradise, a producer's dream, and a set-builder's Mecca.

Philadelphia's Temple U. radio department, under the supervision of Armand Hunter, is launching a television training course which gives promise of fruitful results, but is still in the formative stages.

Washington, D. C. as yet offers little that cannot be found elsewhere. WMAL-TV and WNBW (TV) rely heavily upon the network and films for the bulk of their programs. WMAL carries videocasts from both ABC and CBS networks, while WNBW is the NBC outlet.

WNBW has one program of its own, however, which if its first airing is a fair sample ought to attract viewers—a show on character analysis through hand-writing. Called *Write Now*, it has elements of novelty, showmanship, and audience participation making it worthy of studying.

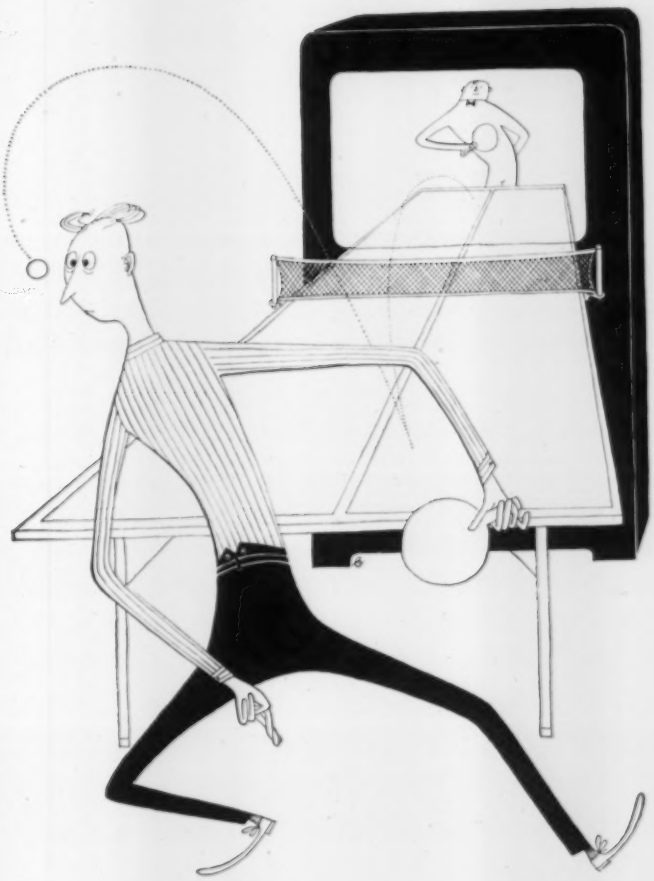
WMAL's television operation is greatly hampered through lack of space. Studio and transmitter are four miles apart, and since film, slides, etc. have to be run from the transmitter at present, production problems are multiplied.

However, it is an ingenious and compact operation, and production chief Fred Shawn and his staff are solving a lot of problems that on the surface seem insoluble—such as making two cameras do the work of three.

On Monday nights, for example, three studio shows are run off in a row, which with only two cameras is a minor miracle of ingenuity.

WMAL's commercials are mu

(Continued on page 9, this section)



Sure, Television's amazing

–and it's practical, too!

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

PULSE TELEFACTS

TOP TEN TV SHOWS, OCTOBER, 1948

PHILADELPHIA

Boxing	Mon.	WPTZ	54.0
Texaco Star Theatre	Tues.	WPTZ	49.0
Kraft TV Theatre	Wed.	WPTZ	43.0
We, the People	Tues.	WCAU-TV	38.0
Gay Nineties Revue	Wed.	WFIL-TV	34.0
Film-Hamilton Woman	Fri.	WFIL-TV	34.0
Rodeo	Thurs.	WCAU-TV	34.0
Boxing	Fri.	WPTZ	33.0
Original Amateur Hour	Sun.	WFIL-TV	33.0
Toast of the Town	Sun.	WCAU-TV	33.0

AVERAGE ¼ HOUR SETS-IN-USE IN TV HOMES FOR ENTIRE WEEK

	TV	RADIO
12 Noon—6 P.M.	10.9	13.4
6 P.M.—12 Midnight	33.0	8.8
12 Noon—12 Midnight	22.0	11.1

TOP TEN TV SHOWS, OCTOBER, 1948

NEW YORK

Texaco Star Theatre	Tues.	WNBT	50.7
Boxing	Mon.	WNBT	46.7
On Broadway	Mon.	WNBT	37.3
Toast of the Town	Sun.	WCBS-TV	36.7
Rodeo	Sat.	WCBS-TV	32.7
Original Amateur Hour	Sun.	WABD	32.7
Americana	Mon.	WNBT	30.0
Boxing	Fri.	WNBT	29.3
Small Fry Club	M-F	WABD	29.3
We, the People	Tues.	WCBS-TV	28.7

AVERAGE ¼ HOUR SETS-IN-USE IN TV HOMES FOR ENTIRE WEEK

	TV	RADIO
12 Noon—6 P.M.	10.1	12.0
6 P.M.—12 Midnight	38.2	9.5
12 Noon—12 Midnight	24.1	10.8

For Other Telefacts
Ask The Pulse

THE PULSE INCORPORATED

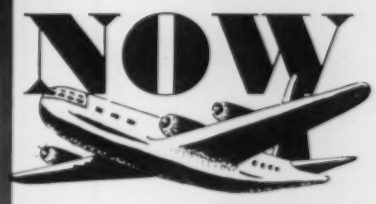
ONE TEN FULTON STREET
NEW YORK 7, N. Y.

DECEMBER

MONDAY TUESDAY WEDNESDAY

| | | |

	Southernaires L		*Hollywood Screen Tests* L		*Actor's Studio* L		*Feature Film* F					
	Ford Motor Co.† Ford Theater 4L 5K						Emerson Radio Toast of the Town 5L					
	inal Amateur Hour 3K											
	Admiral Corp. Welcome Aboard 7L		General Foods Corp. Author Meets Critics 7L		General Foods Corp. Meet the Press 7L		Philco Corp. TV Playhouse 7L 13K					
	Kiernan's Korner L		*On Trial* L				*Film Shorts* F					
	CBS TV News L/F	*Face the Music* L					R. J. Reynolds Tobacco Co. Basketball 5L					
	Camera Headlines L		*Champagne & Orchids* L		Co-Op Swing into Sports L				*Court of Current Issues* L			
	America Sang L	7:50 Reynolds: News 13F	Chev. Dealers' Ass'n. Chevrolet on Bdwy. 7L		Firestone Tire & Rubber Americana 7L 2K		Colgate-Pal.Peet Co. Program not announced. Starts Dec. 6. 7L		*Fight Preliminaries* L		Gillette Fights 7L	
	Child's World L				Co-Op America's Town Meeting 1L							
	CBS TV News L/F	*Face the Music* L					Gulf Oil Corp. We the People 5L		9:30–:35 Cournand Gr't Fights 3F	R. J. Reynolds Basketball 5L		
	Camera Headlines L						Co-Op Boxing L					
	Musical Miniature	7:50 Reynolds News 13F	Texas Co. Star Theater 6L				Participating* Mary Margaret McBride 7L					
	Jerry Bergen L	*Film Shorts* F	*Club Seven* L		*Quizzing the News* L		*Wrestling* L					
	CBS TV News L/F	*Face the Music* L	*Kobbs Korner* L		*Winner Take All* L				*Fights* L			
	Camera Headlines L		Co-Op Photographic Horizons L		*Growing Paynes* L		Co-Op Boxing L					
	Jon Gnagy L	7:50 Reynolds: News 13F	Bates—Girl About Town 7L	8:20 Vic W. Barrie 7L	Cluett Peabody. Arrow Show 7L		Kraft Foods Co. TV Theater 7L				Gen. Motors Oldsmobile News 7F‡	
			Fashion Story L		*Critic At Large* L		*Feature Film* F					
	CBS TV News L/F	*Face the Music* L	*To the Queen's Taste* L		R. J. Reynolds Tobacco Co. Basketball 5L							
	Camera Headlines L	*J. Eigen Show*			Whelan Drug Co. Charade Quiz L		Co-Op Wrestling L					
	Musical Miniatures L	Kayser** 7:50 Rulds. News 13F	*NBC Presents* L	Motorola. Nature of Things 7L	Swift & Co. Swift Show 7L		Gulf Oil Corp. Gulf Road Show 7L 2K		Bigelow-Sanford Dunninger Show 7L 5K			
	Lionel Red Caboose 5L	*Film Shorts* F	*Candid Mike* F		*Gay 90's Revue* L		Bristol-Myers Break the Bank L					
	CBS TV News L/F	*Face the Music* L	Edg. Tob. Spts. Quiz 5F	8:05 *What's It Worth* L	*Capt. Billy's Mississippi Music Hall* L							
	Camera Headlines L		*Fashions on Parade* L				Co-Op Wrestling L					
	Mu. Merry-Go-Round L	7:50 Rulds. News 13F	*NBC Presents* L				Procter & Gamble Co. I'd Like to See 7F	G. E. Co. News 17F	9:40 *Fight Prel.* L	10:00 Gillette Fights*** 7L		
	J. Hazel Sports L	*Three About Town* L			*Film Shorts* F		*Feature Film* F					
					R. J. Reynolds Tobacco Co. Basketball 5L							
	(No TV Network Programs on Saturday)											
	Feature Film F				*TV Screen Magazine*		*Feature Film* F					



Daily Delivery . . .

***95%* of all TV stations . . .**

In television it's programing that counts. Commanding and holding audience attention, the true measure of programing success.

ADVERTISING EXECUTIVES . . .

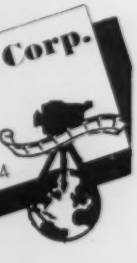
Don't waste time, get audience reaction the sure way, the easy way, with Film Equities TV films.

Among our sponsors are: General Foods, Fischer Baking Co., Philco Dealers, R.C.A. Victor Distributors, Leaf Mint Gum and many others. For top drawer video entertainment Film Equities has over 2500 TV films to choose from.

Send for our illustrated film lists

"serving television"

Film Equities Corp.
1600 BROADWAY,
NEW YORK 19, N. Y.
Circle 7-5850-1-2-3-4



XUM

You're missing the ball in Television if you don't realize how well it's paying off today.

For example: the cost of audiences actually delivered by a full-hour CBS-TV program is 12% lower than the cost of reaching people through the average full-page newspaper advertisement.

And more important, you also get Television's unequalled impact as a sales medium.

CBS-TV

TV Synthesis

(Continued from page 4, this section)

better than average, and include prop thermometers with adjustable temperature readings for weather reports, insecticide demonstrations with real plants and miniature garden plots, a studio set of an auto parts department in action, and other refreshing selling angles that seem to fit into the shows themselves.

Cleveland is a place to watch primarily because of Western Reserve U.'s active interest and participation in TV.

Responsible for this harmonious and mutually beneficial association is Barclay S. Leathem, chairman of the dramatic arts department at the university. Mr. Leathem himself, being an old hand in theatre work, interested himself in television long before Scripps-Howard's WEWS (TV) went into operation in Cleveland.

Today Mr. Leathem and his advanced dramatic students contribute much to the programming of WEWS, and Mr. Leathem is in his spare time one of the station's top producers.

Television has become an important part of Western Reserve's teaching curriculum. Both WEWS and WHK are used as laboratories, and besides the usual run of students there is a large segment of the radio, advertising, and television industry enrolled in the classes.

Mr. Leathem is . . . planning [to establish] a permanent experimental television center at Western Reserve.

KSD-TV St. Louis has long had the reputation of doing one of the best jobs of programming anywhere in the country, a feat all the more remarkable because until a very few weeks ago it had no network upon which to depend.

However, with the recent creation of the Milwaukee-Chicago-Cleveland - Detroit - Toledo - Buffalo-St. Louis loop it should assume an even more eminent reputation in telecasting.

Studio shows are among the smoothest I [have seen]. Best quiz idea . . . is the commercial called *It's a Hit*. It has a baseball format, opposing teams such as Girl Vocalists vs. Orchestra Leaders, clever set, smooth direction, excellent emceeing and plenty of giveaways including a big prize contest.

Operations are under the direction of George M. Burbach, general manager in charge of KSD's AM, TV, and FM setups, and much of KSD's excellence is due to his insistence upon high standards.

Too often TV offerings are thrown together because a program looks simple on paper. KSD directors—one of the best of them a woman, by the way—don't skimp shows. When one outfit can produce five studio shows in one evening, four of which are tops, there's an operation worth watching and learning from.

Children Neglected

I can't help making several observations at this point which should be of value to those planning television operation in the future. First is that the planning of programs for the kiddies leaves much to be desired, and the field is potentially dynamite so far as education and sales both are concerned.

Second, with the exception of KSD-TV in St. Louis, the audio side of television is sadly overlooked. Harassed producers are so busy looking at the multiple screens that they seem to have cotton in their ears.

Typical examples are those shows where a female trio, bass, guitar, and piano come out over the air as little more than a bull fiddle solo. Nothing is more annoying than a closeup shot of the piano keys with no piano coming through.

There should be more experimentation with lighting. Outside of Operation Buttonwood in Philadelphia I saw few attempts to do other than glaringly brilliant flat lighting effects.

Last, writers and directors had better stop thinking in terms of merely translating existing AM shows to TV. It won't work. They ought to persuade their bosses to let them make a little observation trip to watch the knowhow boys at work. It'll pay off—but good.

A BIG 'YES'
TV Response Proven To Emerson

DOES television get response?

If Emerson Radio & Phonograph Corp. didn't know before Nov. 14 it certainly learned fast that the answer is a large, emphatic and unqualified affirmative.

On the Nov. 14 broadcast the Emerson TV show *Toast of the Town*, on the CBS eastern video network, offered a $30 gift certificate to viewers entitling them to $30 off on the purchase of the Memento AM receiver. This represented a 50% discount as the set is listed at $60.

Offer was good for two days only, but over 9,000 requests got in ahead of the midnight Nov. 16 deadline, exceeding Emerson's most extravagant expectations. Thousands more belatedly reached Emerson's home office, where it was said that they would be honored as far as possible, after those arriving in time have been taken care of.

WBAP ORDERS LARGE RCA AUDIO LAYOUT

WBAP, the *Star-Telegram's* Fort Worth-Dallas station, has concluded negotiations with RCA for one of the largest domestic custom audio layouts in RCA history.

With final shipment to be made before late spring, the contract calls for master control equipment for a straight line design, with the master control switching system built into four racks, flanked by eight racks on either side.

The switching system will provide an electrically interlocked circuit whereby sixteen inputs can be switched to ten outputs. It will be possible to add video monitors to the center section when required.

Each of the six special studio control desks ordered has seven mixer inputs to a two-channel system. A two-position echo mixer and a sound effects filter are included.

WBAP handles four networks—NBC, ABC, Lone Star Chain and Texas Quality Network.

There are no fool-proof, surefire TV program formats.

There are no "reasonable facsimiles" or short cuts borrowed directly from radio or any other medium.

There are no "experts", ready with all the answers.

BUT...

There *is* an imperative need for program producers who can help to advance TV program standards and build viewer interest.

There *is* unlimited opportunity for show-wise, picture-sensitive men and women *trained in television*.

There *is* a place to get such training (if you plan to work in television) or to hire such trained personnel (if you're a TV station operator, or CP holder).

TWIN CITY TELEVISION LAB
(DIVISION OF BECK STUDIOS, INC.)

Completely TV Camera Equipped Ample training space (11,000 sq. ft.) Large studio lab (40 x 60 ft.) TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York.

Training available to veterans under GI Bill. For details write Twin City Television Lab, Lyceum Theatre, Minneapolis, Minn. Next sessions start December 27th.

WBAL and WBAL-TV
Mean Business in Baltimore!
NBC AFFILIATE • Nationally Represented by Edward Petry Co.

XUM

Telestatus

(REPORT 35)

TV Set Production

TELEVISION set shipments since the war have totaled 609,892, as of Sept. 30, according to Radio Mfrs. Assn. Shipments for the third quarter of 1948 were 188,120 receivers, with a total of 447,711 thus far this year [BROADCASTING, Nov. 22].

The 609,892 overall figure does not include 95,216 sets turned out in October by RMA manufacturers, who produce about 90% of the industry's volume.

Third quarter shipments are broken down by states and cities by RMA (see table). Shipments reflect the opening of new TV stations in a number of cities. In about a dozen cases, third quarter shipments to cities ranged from nearly 50% of nine-month figures for the year to even higher proportions, due to demand for receivers as new TV stations go on the air.

Cities with highest rates of increase during the third quarter are Los Angeles, San Francisco, Atlanta, Baltimore, Detroit, St. Louis, Toledo, Newark, Cleveland, Dallas and Ft. Worth.

Total shipments of TV receivers in the third quarter, 188,120 units, were well above the 153,455 in the second quarter and 118,027 in the first.

Several cities had total shipments for the year exceeding 10,000, the RMA data show, shipments ranking in this order—New York - Newark, Philadelphia, Los Angeles, Chicago, Boston, District of Columbia and Baltimore.

Manufacturers shipped TV receivers to 83 principal cities in 40 states, though Arkansas, Kansas, Mississippi, North Dakota and Oklahoma are listed with only one set each.

PRODUCTION of all types of receivers for the first ten months of 1948 totaled 11,778,678, according to Radio Mfrs. Assn. Most spectacular climb was registered by television sets, which totaled 95,216 in October. AM-FM weekly production rate increased 24% over September.

Month-by-month figures on set production for ten months of 1948 follow (RMA represents about 90% of industry total):

	TV	FM-AM	AM	All Sets
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	55,089	74,988	552,361	683,438
August	64,953	110,879	759,165	934,997
September	88,195	171,753	1,020,498	1,280,446
October	95,216	170,086	869,086	1,134,378
TOTAL	583,349	1,223,019	9,972,320	11,778,678

TELEVISION SET SHIPMENTS BY AREAS

Television Broadcast Service Area	Third Quarter 1948	First Three Quarters 1948	Accumulative (1947 and to 9-30-48)
ALABAMA	2	2	2
ARKANSAS	1	1	1
CALIFORNIA			
Los Angeles	21,141	38,332	46,190
San Diego	199	199	199
San Francisco	2,645	2,940	2,967
Other	275	679	692
CONNECTICUT			
Bridgeport	822	1,076	1,076
Hartford	1,739	5,816	8,762
New Britain	62	107	107
New Haven	501	1,264	1,264
Waterbury	94	94	94
Other	40	184	541
Cities not stated	140	366	366
COLORADO			
Denver	12	12	12
DELAWARE			
Wilmington	696	1,393	1,567
DISTRICT OF COLUMBIA	5,792	15,432	20,214
FLORIDA			
Miami	618	695	737
Tampa	44	44	44
Cities not stated	5	54	54
GEORGIA			
Atlanta	2,240	2,240	2,240
Cities not stated	117	345	345
ILLINOIS			
Chicago	12,792	33,203	46,926
Peoria	61	61	61
Rockford	30	30	30
Sterling	17	17	17
Other	114	313	317
INDIANA			
Gary	320	330	330
Indianapolis	95	122	122
South Bend	76	467	724
Cities not stated	....	91	160
Other cities	62	62	62
KANSAS			
City not stated	....	1	1
KENTUCKY			
Louisville	779	895	895
Other	1	8	8
Cities not stated	....	165	165
LOUISIANA			
New Orleans	632	632	632
MAINE	3	3	3
Cities not stated	....	2	2
MARYLAND			
Baltimore	5,039	12,104	15,770
Other cities	39	60	117
MASSACHUSETTS			
Boston	5,483	16,036	17,403
Cambridge	1,615	1,615	1,615
Springfield	113	113	113
Worcester	693	842	842
Other cities	101	109	145
Cities not stated	....	275	275
MICHIGAN			
Detroit	3,933	8,488	13,34
Grand Rapids	16	31	3
Other cities	10	61	9
MINNESOTA			
Minneapolis-St. Paul	704	3,416	3,81
Other cities	3	4	4
MISSISSIPPI	2	2	2
Jackson	....	1	1
MISSOURI			
Kansas City	17	484	48
St. Louis	2,733	6,041	10,13
Other cities	15	51	5
NEBRASKA	2	2	2
Omaha	....	22	22
Other cities	....	5	5
City not stated	....	1	1
NEW HAMPSHIRE			
Manchester	209	209	209
Other cities	10	10	10
NEW JERSEY			
Atlantic City	194	194	194
Newark	16,812	42,181	64,23
Paterson	891	906	90
Trenton	1,004	2,110	3,26
Newark-Trenton	....	2,155	2,15
Cities not stated	2,560	2,560	2,56
Other cities	291	584	4,26
NEW MEXICO			
Albuquerque	71	107	12
NEW YORK			
Albany	1,839	5,179	8,09
Binghamton	20	33	3
Buffalo	1,378	4,724	5,36
Long Island	2,348	4,145	4,76
New Rochelle	26	47	4
New York City	43,462	121,141	177,78
Poughkeepsie	246	426	56
Schenectady	278	368	40
Syracuse	24	55	5
Utica	5	21	2
Westchester	322	322	55
Other cities	206	211	21
Cities not stated	....	729	729
NORTH CAROLINA			
Charlotte	17	17	17
Other cities	2	2	2
Miscellaneous	....	9	9
NORTH DAKOTA	1	1	1
OHIO			
Akron	159	479	73
Canton	97	97	9
Cincinnati	1,688	4,008	6,16
Cleveland	4,001	9,002	11,58
Dayton	508	768	76
Toledo	1,432	2,630	2,63
Other cities	134	567	56
OKLAHOMA	5	5	5
Oklahoma City	....	1	1
OREGON	7	7	7
PENNSYLVANIA			
Allentown	848	1,324	1,44
Erie	36	55	5
Hazleton	101	101	10
Lancaster	146	146	14
Philadelphia	18,238	44,572	63,49
Pittsburgh	1,061	1,108	1,10
Pottsville	22	22	2
Reading	250	661	88
Sunbury	39	39	3
Other cities	225	432	55
RHODE ISLAND			
Providence	1,482	1,657	1,66
Cities not stated	....	969	96
TENNESSEE			
Chattanooga	....	....	1
Memphis	819	845	84
Cities not stated	....	4	4
Other cities	14	14	1
TEXAS			
Dallas	2,437	2,484	2,47
El Paso	100	100	10
Fort Worth	1,247	1,293	1,29
Houston	66	66	6
Other cities	214	216	21
Cities not stated	....	175	17
UTAH	48	48	4
Salt Lake City	....	456	45
Other cities	....	1	1
VERMONT	3	3	3
VIRGINIA			
Norfolk	65	90	9
Richmond	425	1,804	2,1
Other cities	29	122	12
WASHINGTON			
Seattle	327	327	32
Other cities	10	10	1
WEST VIRGINIA			
Clarksburg	3	11	1
Other cities	11	11	1
WISCONSIN			
Madison	8	21	2
Milwaukee	1,022	4,415	6,7
Other cities	12	31	3
AREAS NOT DETERMINED	5,020	20,625	22,1
TOTAL SHIPMENTS	188,120	447,711	609,8

TV SALES PRESENTATION

Telecast Shows CBS Radio Sales Group How to Sell Philadelphia Market

ACCOUNT executives of Radio Sales, CBS station representative subsidiary, from New York, Chicago and Memphis on Nov. 17 watched a sales presentation dealing with television and performed before TV cameras. Presentation took place at the studios of WCAU and WCAU-TV Philadelphia during a Nov. 16-18 meeting.

It was a private telecast to demonstrate how to sell the Philadelphia market. Highlight was a skit demonstrating the impact of different types of television commercials. Principals were George R. Dunham Jr., eastern sales manager for Radio Sales-Television, and Helen Buck of WCAU-TV.

Production details were handled by Warren Wright of the WCAU-TV staff.

CBS believes the sales presentation was probably the first of its kind—a telecast dealing with television sales.

The Radio Sales representatives made a trip through the WCAU area, studying the competitive Philadelphia picture. They inspected WCAU's radio and television facilities, acquainting themselves with programs and personnel.

The conclave was attended by Carl Burkland, manager of sales; Fletcher Turner, George Klayer, Roy Hall, James Burke, Fred Mahlstedt, Tom Ellsworth, George Dunham, Alice Santi, all of the New York office; Gordon Hayes, Soulard Johnson, Charles Compton, Alan Axtell, Marie Plomin, all of Chicago, and Harry Holtzhouser, of Memphis.

Alex Rosenman, WCAU commercial manager, was in charge of the meeting. Each WCAU department head explained the workings of his department and acquainted the new station representatives with the WCAU operating methods.

Another such WCAU-Radio Sales get-together is scheduled for January.

* * *

Mr. Dunham and Miss Buck, principals in television sales skit.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for People

The Man-On-The-Street is a very important person these days. He is also a favorite "television artist" to WMAR-TV's regular audience.

Every week, WMAR-TV sends its sound motion picture camera crew out into the street to record the faces and opinions of Baltimore's Man-On-The-Street.

What would you do if you had a million dollars? Should a husband help his wife with the dishes? Do you think it is possible to get along with Russia? What's wrong with Baltimore? What's good about it?

These are just a few of the questions answered by The Man-On-The-Street when he appears before WMAR-TV's "Curious Camera."

And the "Curious Camera" is just one of the many programs that keeps Baltimore's Man-On-The-Street tuned to Channel Two.

Represented by

THE KATZ AGENCY, INC.

NEW YORK · DETROIT · KANSAS CITY · SAN FRANCISCO
CHICAGO · ATLANTA · DALLAS · LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

BMI

First in Television Music

MUSIC IS HEARD AND NOT SEEN. THIS SIMPLE POINT OF VIEW IS THE REASON BMI MAKES NO DISTINCTION BETWEEN THE USE OF ITS MUSIC BY AN AUDIO STATION OR A TELEVISION STATION.

AVAILABILITY AND ASSURANCE

Since 1940 BMI has been television-minded. It grants the unrestricted right to telecasters to perform its music from any source—live, filmed or recorded—with assurance that BMI music, recorded or filmed now, may be used in the future.

From BMI you can get long term performing rights to a vast catalogue of music of every type—*television music today for television's tomorrow.*

SIMPLE LONG TERM LICENSE

The BMI television license runs until March, 1959. Broadcasters are thoroughly familiar with its terms and conditions for it is the same as our audio license. Its cost, similarly, is based on identical percentages of the revenue from net time sales.

FULL SERVICE FOR TELEVISION

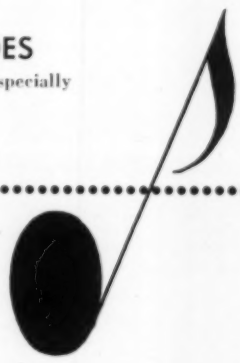
BMI's many services to the broadcasting industry have already been adapted to video requirements. In addition, we have created a new Television Service Department to take care of special needs. We are constantly in touch with station and agency personnel so that BMI may keep pace with every phase of the day-to-day progress by the industry.

For Appropriate Television Music

BRIDGES – MOODS INTERLUDES

BMI is compiling a classified and cross-indexed reference book especially designed for television programming.

The first installment is ready now. Write to BMI for your copy and for future monthly releases.



BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19

NEW YORK • CHICAGO • HOLLYWOOD

Radiorama

PRELUDE to "Potential of Television" is discussed by I. E. Showerman (l), vice president in charge of NBC's Central Division, and FCC Chairman Wayne Coy before Mr. Coy's address [BROADCASTING, Nov. 22] at Chicago's Rotary Club.

PLANNING erection of six towers for WRRN Warren, Ohio, in nearby Lordstown, preparatory to power boost to 5 kw on 1440 kc, are WRRN Chief Engineer Robert Kinney (l) and Herb Schneider, Tower Construction Co., Sioux City, Iowa.

ARMISTICE DAY fete for local radio executives was tendered by the Philadelphia Junior C. of C. Seated (l to r): Rupe Wirling, WIBG; Robert E. White, KYW; Robert K. Richards, NAB Washington, who was guest speaker, Dolly Banks, WHAT; Jerry Weiss, WJMJ. Standing: Roger W. Clipp, WFIL; Joe Connolly, WCAU; Gordon Gray, WIP; Joseph Tinney, WCAU; and Doug Hibbs, WTEL.

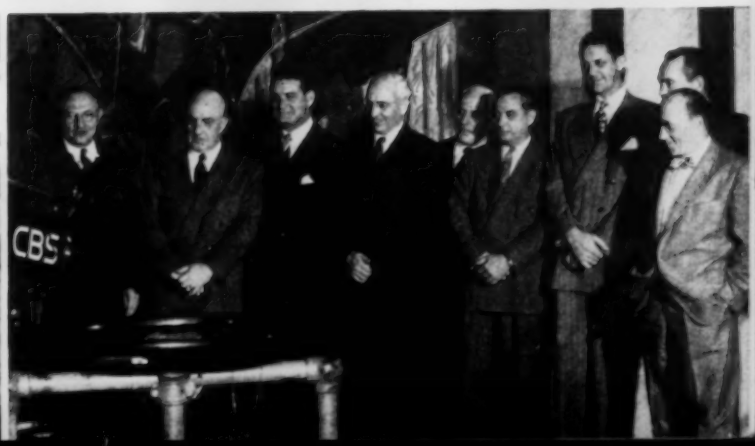
EARL G. GILMORE (seated), grocery owner, becomes KTTV Los Angeles' first sponsor. Looking on (l to r): Hal Hudson, program director; Harry W. Witt, acting general manager; Robert E. Dwyer, Wade Adv. official; Frank G. King, KTTV sales manager, Fred Beck, show m.c.

SIGNAL CORPS officers inspect television communications equipment following a luncheon of the Armed Forces Communications Assn. in Philadelphia. L to r: Leslie J. Woods, vice president of Philco Corp.; Maj. Gen. Spencer B. Akin, chief signal officer of the Army; W. W. Watts, president of the Philadelphia chapter of AFCA; and Brig. Gen. Calvert H. Arnold, officer in charge of procurement for the Signal Corps.

A HAPPY HARVEST is assured by Alvin Zeisser, Equipment Distributors Inc., president, as sponsorship of *Happy Harvest* show on WNAC Boston is taken. Other principals (l to r seated) are Arnold Rosoff, co-owner, Arnold Co. agency; Charles W. Corkum, International Harvester Co. district manager. Ken Rapieff, m.c. of IH Refrigeration dealers' show, looks on.

BREWER sponsor for Bill Mazer's quarter hour *Sports Extra* on WKBW Buffalo is William Simon Sr. of Simon Pure Brewery. Standing behind him (l to r): Mr. Mazer of the station; Ruth Moore, Richard McCabe and William Simon Jr. of the brewery; and Roger Baker of WKBW.

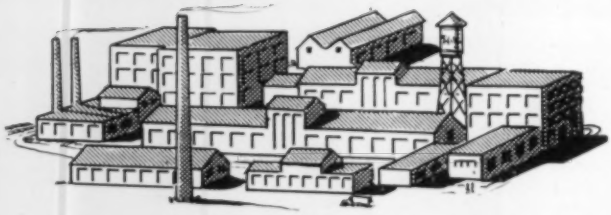
VISITING CBS New York television studios between CAAB sessions are (l to r) C. T. Lucy, WRVA Richmond; E. E. Hill, WTAG Worcester; Kenyon Brown, KWFT Wichita Falls, Tex.; William Quarton, WMT Cedar Rapids; Howard Sumerville, WWL New Orleans; I. R. Lounsberry, WGR Buffalo; Glenn Marshall, Jr., WMBR Jacksonville, Fla.; J. L. Van Volkenburg, CBS v. p.; Richard Borel, WBNS Columbus, Ohio.



XUM

The Ideal Balance
between
traditionally prolific*
AGRICULTURE

and continually prosperous**
INDUSTRY



means more sales for you in the
rich YORK, PENNSYLVANIA area

through

THE VOICE OF SOUTH-CENTRAL PENNSYLVANIA

WNOW

YORK 2, PENNSYLVANIA
1250 KC - 1000 WATTS
AM - FM

Adam J. Young Jr.
NATIONAL REPRESENTATIVES

* Hub of the fertile "Pennsylvania Dutch Country."
** 3rd largest in Pennsylvania in dollar value of manufactured products produced . . . exceeded only by Philadelphia and Pittsburgh.

New Business

ORANGE EMPIRE STORES, Riverside, Calif. (grocery chain), Nov. 1 started three weekly quarter-hour transcribed Izetta Jewel's *Jewel Bo* on ten western stations for promotion of "Recipe of the Week" contes Stations are: KMPC Hollywood; KSDJ San Diego; KFXM San Bernadino KTRO Riverside; KWTC Barstow; KREO Indio; KROP Brawley; KUC Blythe, all California; KENO Las Vegas, Nev., and KYUM Yuma, Ariz.

GOLD SEAL WAX Co., Bismarck, N. D., Dec. 4, renews *Meet the Missus* fo 26 weeks on 16 Columbia Pacific Network stations, Saturdays (12:30-1 p.m. Agency: Campbell-Mithun, Minneapolis.

GENERAL ELECTRIC and KEESHIN Electric Appliance Co., Chicago, bega sponsorship Nov. 17, of five-a-week series starring Dr. Preston Bradley, paste of People's Church, on WIND Chicago, 10:45 to 11 a.m. CST, to continue 1 weeks. Agency: Mar-O-Bar, Chicago. Firm also is backing *Music by Cuga* with Capehart Co. (five-a-week, 1:20 to 1:30 p.m. CST), and *Record Sho* (five-a-week, 3:45 to 4 p.m. CST) with Motorola, also on WIND for 13 week

CELOMAT Corp., New York, appoints Tracy, Kent & Co., same city, to handl advertising for its Vue Scope television enlarging lenses and Teleroto turn tables. Television is being used, with one-minute film spots on WBZ-T Boston, WBAL-TV Baltimore, and WNBW (TV) Washington. Compan plans coverage in all TV cities.

INTERNATIONAL HARVESTER Co. refrigeration dealers to sponsor twice weekly, quarter-hour quiz, *Happy Harvest,* on WNAC Boston, Yankee Networ key. Show will originate from distributors' stores, mainly, Mollers in Cam bridge, and Electric Appliance in Boston. Company plans to expand numbe of Yankee stations carrying program. Agency: Arnold & Co., Boston.

COHEN DRUG Co., Charleston, W. Va., sponsoring 15-minute segment o *Judy and Julie* show on four West Virginia stations. They are: WWN Beckley, originating station; WKOY Bluefield; WLOG Logan and WBT Williamson. Show planned and sold by Tom Douds, WWNR manager.

FRANCUS-ALBERT PRODUCTS, New York (Corde handbags), appoint W. B. Doner & Co., same city, to handle advertising. Radio is being use

FARMER'S MARKET, Los Angeles, retail food and merchandise center, t sponsor segment of half-hour *Fred Beck's Kitchen* beginning Jan. 6, on KTT (TV) Los Angeles. Contract for 52 weeks. Agency: Wade Adv., same city

P. LORILLARD Co., New York (Old Gold cigarettes), Nov. 14, started weekl filmed *Original Amateur Hour* on KTSL (TV) Hollywood. Contract for 5 weeks. Agency: Lennen & Mitchell, Beverly Hills, Calif.

GOEBEL BREWING Co., Detroit and Muskegon, Mich., to sponsor all 194 games of Detroit Tigers, baseball team, on Goebel Baseball Network, grou of Michigan stations. In addition, 35 home games will be televised by compan

WALLACHS Stores, New York (10 local retail clothing stores), began spon sorship Nov. 28, of repeat broadcast of Drew Pearson, Sundays, 11-11:15 p.m on WJZ New York, as special public service so that those who have n heard his original broadcast on ABC, Sundays 6-6:15 p.m., will get secon chance to hear it. Mr. Pearson is sponsored on network show by Lee Hat C William H. Weintraub Co., New York, is agency for Lee and Wallachs.

FIRST WISCONSIN NATIONAL BANK, Milwaukee, to sponsor 21 Marquet U. and high school basketball games during 1948-49 season on WTMJ-T Milwaukee. Agency: Marvin Lemkuhl, same city.

BOTANY MILLS Inc., Passaic, N. J., sponsoring weekly film spot on WGN-T Chicago, for 13 weeks from Nov. 14. Agency: Alfred J. Silberstein-Be Goldsmith Inc., New York.

ADMIRAL RADIO Corp., Chicago, sponsored Chicago Cardinals-Detroit Lio professional football game Thanksgiving Day on WGN-TV Chicago startin at 9:45 a.m. CST. Game, which originated in Detroit and was fed exclusive to station via coaxial cable, was first National Football League conferen play to be televised in Chicago this season.

COHEN, GOLDMAN & Co., New York (Worsted-tex, Knit-tex and Tropi-te Men's Wear), and **BROADSTREET'S,** retail men's stores, New York, appoin Cecil & Presbrey, that city, to handle advertising. Use of co-op radio adve tising being considered.

AMERICAN SAFETY RAZOR Corp., Brooklyn, appoints Ruthrauff & Ryan New York, to handle advertising for Star Blades and razors and Treet blade

WWL

NEW ORLEANS

*1st in the Deep South ---Based on Latest Listener Diary Study!**

1. Biggest audience for every part of both day and night.

2. Biggest audience for the week as a whole—WWL wins by almost 3 to 1.

3. Biggest percentage of wins in all quarter-hours—WWL wins 87%—89.5% in daytime.

4. Biggest net audience for strip programs.

. . . and WWL's locally produced shows win virtually as large shares-of-audience as CBS and transcribed programs.

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

This is definite proof folks turn to **WWL** 1st NEW ORLEANS

A Department of Loyola University

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

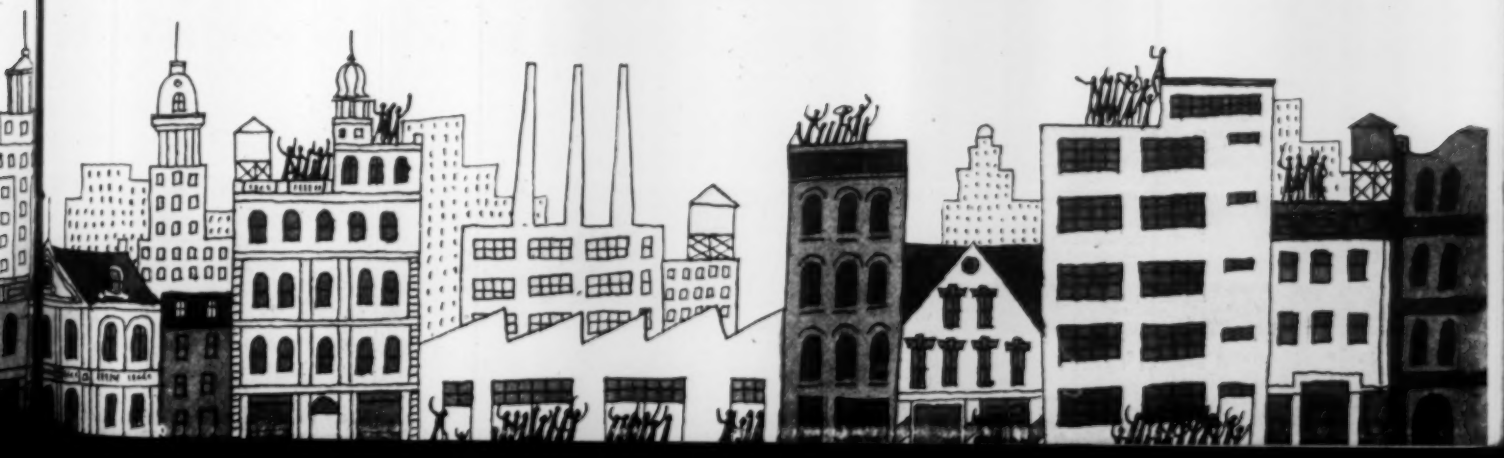
WCCO
Minneapolis
WCAU
WCAU-TV
WTOP
Washington
WEEI
Boston
WBT
Charlotte
WAPI
WAFM
Birmingham
KSL
Salt Lake City
KNX
CPN
Los Angeles
KMOX
St. Louis
WRVA
Ballet

The Travelingest Salesmen in all Radio

To study the stations they represent, Radio Sales Account Executives (the men who call on you) last year hit the road a total of 261 times! It means that, on the average, there is a Radio Sales Account Executive on the move every working day of the year—*working for you.* By visiting twelve of your most important markets regularly, these Radio Sales specialists gain on-the-spot knowledge of how to custom-build your advertising to local listening likes. They get inside information which otherwise you would have to dig up for yourself—or do without. For these facts—which can send your sales curve traveling up to the top of a sales chart—call in your Radio Sales Account Executive.

RADIO AND TELEVISION **Radio Sales**

STATIONS REPRESENTATIVE... CBS



Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

SELLING..SELLING..SELLING

. . . for 25 local, regional and national sponsors—

KOMA and one of its top-flight features . . . disc jockey entertainer Eddie Coontz.

We aren't trying to sell you Coontz . . . we can't do that . . . he's already sold out (25 sponsors can't be wrong!) . . . but

There are many other KOMA features that will take your message effectively to consumers. For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Agencies

THOMAS M. McDONNELL, in charge of Toni radio account for Foote, Cone & Belding, appointed director of radio in New York office of agency. **LILLIAN SELB,** timebuyer, appointed business manager of agency's New York radio department.

J. NEIL REAGAN, with McCann-Erickson for past four years, appointed manager of agency's Hollywood office. He succeeds to position left vacant by death of **AUGUST J. BRUHN.** Mr. Reagan continues as head of radio production of Hollywood office in addition to his new duties.

SNOWDEN M. HUNT Jr., former advertising manager of Bear Creek Orchards, Oregon, joins Mogge-Privett, Los Angeles, as account executive.

CHARLES A. RHEINSTROM relinquishes interest in his aviation consultant firm to join Erwin, Wasey & Co., New York, as agency's senior vice president. Mr. Rheinstrom enters agency field after more than 2 years as sales executive. Prior to forming his own firm he was with American Airlines Inc. for 18 years as director and vice president in charge of traffic and sales.

Mr. Rheinstrom

NORMAN NASH, with Kudner Agency, New York, since 1935, appointed assistant copy chief. He will supervise writing of radio and television spots and commercials.

PHILLIP M. BOTTFELD, in charge of Benton & Bowles publicity in Hollywood, appointed assistant publicity director of agency with headquarters in New York. **RICHARD K. BELLAMY** continues as director of publicity for B&B.

STIRLING WHEELER, manager of Young & Rubicam Mexico offices, transferred to agency's New York contact department. **DEAN AVERY** of New York office, moves to Mexico City as manager of Y&R office there.

JAMES BEARDSLEY, formerly with Beaumont & Hohman, Chicago, joins copy staff of Campbell-Mithun, same city. Other newcomers include: **C. E. HENRICH,** executive staff; **MINNIE KAPLAN,** media director; **ERNST NEUBAUER,** production and traffic manager; **JOHN ROUTLEDGE** and **A. E. WRIGHT,** to copy staff.

ROBERT J. WEILL resigns from Lester Harrison Inc., New York, to join Dorland Inc., New York, as account executive.

Mr. Thayer

TIFFANY THAYER, for past 11 years with J. Walter Thompson Co., New York, as copywriter, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.

SALLY PAUL, formerly with Garfield & Guild, San Francisco, resigns to join Kaufman & Assoc., Chicago, as space and timebuyer.

ELMIRE GOLDTHWAITE, head of own agency of that name, and **GRETCHEN VANDIVERT** of Knox Reeves Adv., both San Francisco, elected to honorary membership in U. of California's chapter of Pi Alpha Sigma, national advertising sorority.

RUTH ROCKOFF joins Kapps Adv., Chicago. She formerly was with WOMT Manitowoc, Wis.; WEDC Chicago, and WJOL Joliet, Ill.

WESTERN RADIO Adv. moves Hollywood offices to larger quarters at 12 N. Highland Ave. Telephone: Granite 0656.

FOOTE, CONE & BELDING dissolves publicity department of Hollywood office. **JACK MELVIN,** former department head, has announced no future plans; **BOB RICHARDS,** his assistant, joins Abbott Kimball Co., Hollywood as manager of publicity department.

JAMES W. KEELER, former feature writer for St. Paul *Dispatch* and Minneapolis *Sunday Tribune*, joins Erwin, Wasey & Co., Minneapolis, as assistant account executive. **CARROLL A. RAY,** formerly with Walker Adv., Minneapolis, joins agency as production manager.

EDWARD R. FITZGERALD succeeds the late **MARGARET WYLIE** as time buyer at J. Walter Thompson Co., Chicago. Associated with firm 12 years he headed production control department for past five years.

(Continued on page 69)

WORTH CROWING ABOUT!

We can't always be first in everything, but WGN can be counted on to be among the leaders if not *the* leader.

From time to time you have been bombarded with nebulous statements attempting to prove one station's superiority over another. Here is a case where all stations were broadcasting the same type of program—election returns—at the same time and yet 23.1% of the homes listening to any station preferred WGN at a time when over half of the homes were listening to something.

We won't say any more—you be the judge.

Tuesday, November 2, 1948
8:30 - 10:00 PM
Hooperatings*

(Sets-In-Use 54.3%)

	Share	Rating
Station WGN	**23.1%**	**12.5%**
Station X	**26.4%**	**14.3%**
Station Y	**22.0%**	**11.9%**
Station Z	**12.6%**	**6.8%**

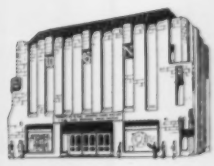
*Less than 600 calls—indicative but not conclusive

A Clear Channel Station . . .
Serving the Middle West

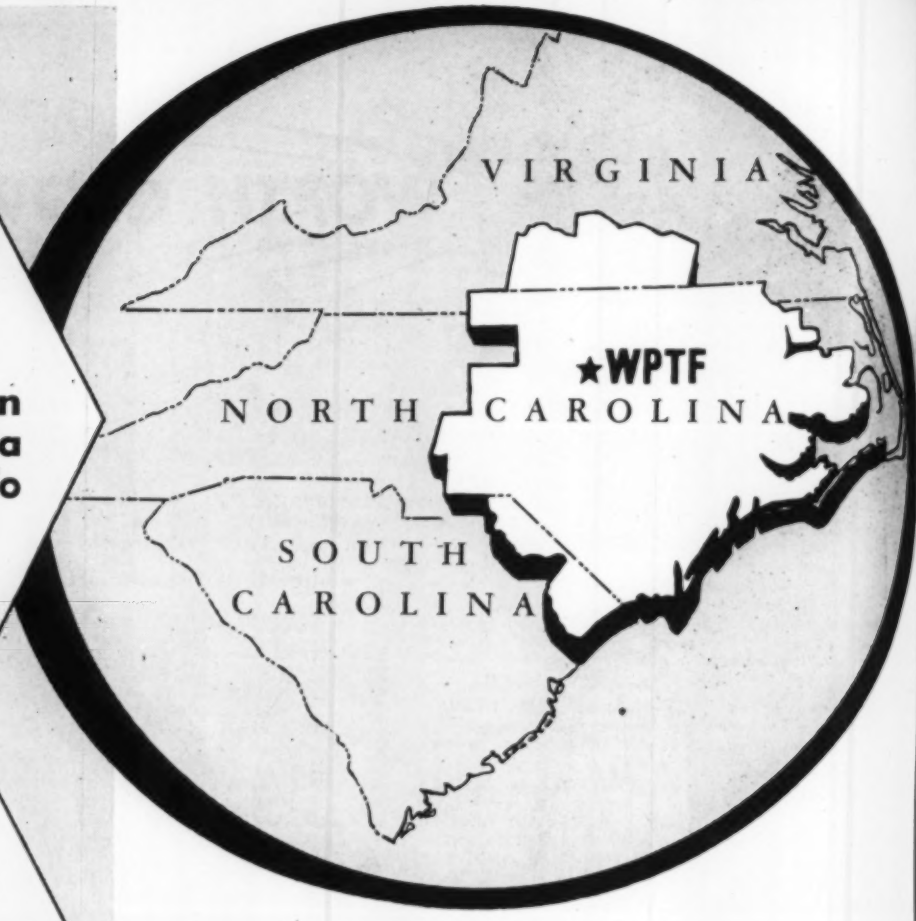
WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



MORE

People In This Billion Dollar Retail Sales Area Listen To WPTF Than To Any Other Station!

7 TIMES MORE listeners than next station in evening

9 TIMES MORE listeners than next station in daytime

8 TIMES MORE listeners than next station for entire week

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.

The LISTENER DIARY STUDY shows detailed radio habits of this billion dollar plus retail sales market, including; Sets-in-use. Station ratings. Share of audience flow. Audience composition by quarter hours. Get your copy from WPTF or Free & Peters.

More proof that WPTF is the Number One Salesman In North Carolina, The South's Number One State

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF

RALEIGH, N. C.

NATIONAL REPRESENTATIVE **FREE & PETERS, INC.**

BROADCASTING
TELECASTING

Vol. 35, No. 22 WASHINGTON, D. C., NOVEMBER 29, 1948 $7.00 A YEAR—25c A COPY

NOBLE-SKOURAS TALK SALE

Decision in or Out This Week

NEGOTIATIONS were still in progress last week-end for sale of the American Broadcasting Co. to Twentieth Century-Fox. It will be in or out this week. It was still a 50-50 bet either way.

The transaction, if completed, will mark the second time in history that a major network will have changed hands. Paradoxically, both involve the same basic network.

Conversations were in the highest echelon—between Edward J. Noble, ABC chairman and 53% stockholder, and Spyros P. Skouras, Twentieth Century president. It was Mr. Skouras who approached Mr. Noble, it was learned.

ABC, which has shown a phenomenal growth in both AM and television since Mr. Noble acquired it five years ago, from RCA-NBC, as the Blue Network, is roughly valued at between $20,000,000 and $25,000,000.

ABC Silent

Only formal word regarding the negotiations emanated from Mr. Skouras last week, when he confirmed reports that conversations were under way. ABC officials have maintained a strict silence.

It is understood that Mr. Skouras, if the transaction is consummated, desires to acquire the network as a going concern, with its present executive personnel, from Chairman Noble down. Thus, presumably, it would be operated wholly apart from Twentieth Century, though with the emergence of television the two organizations would dove-tail hand-in-glove. The film company—one of the big four—would have important outlets in both TV and sound broadcasting for its film exhibition and its talent. It would have the promotional value of a full-scale network, and it would weld its motion picture operations with the greatest competitor of motion pictures—television.

Others Interested

ABC has been approached in recent months by at least three other important entities in the motion picture industry. Warner Bros., it is understood, was among them.

Despite the complete silence in ABC quarters, the atmosphere last Friday appeared to be one wherein Mr. Noble was adamant about selling, but was confronted by an insistent prospective purchaser.

Mr. Noble and his immediate executive associates in ABC together own, with their families, 65% of all outstanding ABC stock. Thus, if a transaction is consummated, more than control could be delivered by Mr. Noble and his top echelon, which includes Mark Woods, president; Robert E. Kintner, executive vice president; Robert H. Hinckley, vice president; C. Nicholas Priaulx, vice president and treasurer, and Earl E. Anderson, vice president.

The question of movie companies' qualifications to own and operate radio stations, long simmering in the Commission as a result of the Supreme Court's anti-trust decision against the major producers [BROADCASTING, June 21], would be sure to arise when FCC is called upon to approve a transfer to any of the principal film companies.

In any event the Commission will have to face and answer the question when it resumes licensing of new television stations, in view of the large number of movie firms seeking to get into TV.

Mr. SKOURAS

Problem Remains

FCC's concern, which reportedly led to conferences with the Justice Dept., was evidenced officially when an application was filed by which Paramount Pictures would have acquired a 25% interest in KSO Des Moines [BROADCASTING, July 19]. The application was withdrawn — but not, Paramount said, because of the nature of the questions raised by FCC.

Observers felt a thorough FCC hearing would precede approval of transfer of ABC. The transfer applications actually would relate only to the five ABC AM-FM-TV stations, since the Commission does not license networks. But sale of the network certainly would be conditioned upon FCC approval of the station transfers.

The purchaser of ABC would acquire a ready-made television system—a primary consideration for a movie firm. Aside from AM and FM outlets in five cities, the network has five video stations—the maximum allowed by FCC's multiple-ownership rules.

Mr. NOBLE

Three of the five are on the air: WJZ-TV New York, WENR-TV Chicago, and WXYZ-TV Detroit. The two others — KECA-TV Los Angeles and KGO-TV San Francisco—are slated to commence operations around the first of the year.

ABC also operates a growing television network which now consists of 18 stations including its three operating owned stations.

Under Mr. Noble's five-year

(Continued on page 64)

BMB REVAMPED

Langley Named Aide to Feltis

BMB emerged last week from the reorganization wringer with its top personnel intact, its framework revamped and an operating program meeting desires of its agency-advertiser-broadcaster sponsorship.

The heated observations of NAB's board [BROADCASTING, Nov. 22], which called for serious "realignment" at BMB, were gone over thoroughly in a three-day series of New York meetings at BMB headquarters.

As a result of the deliberations, Hugh Feltis, BMB president, announced appointment of Cort Langley, former director of subscriber services, to the new post of assistant to the president. This change frees Mr. Feltis for general management duties. Departmental responsibilities and duties were completely defined to bring about better coordination of BMB functions.

The NAB realignment resolution, together with NAB recommendations, were discussed Monday by the BMB board at an all-day meeting in New York. In presenting it to the BMB board, Hugh Terry, KLZ Denver, member of both the NAB and BMB boards, explained that it stemmed from an NAB doubt that the BMB by-laws were sufficiently specific in centralizing responsibilities for the bureau's activities. The BMB board referred the matter to the By-Laws Committee, whose consideration culminated in today's announcement.

Under the new set-up, Mr. Feltis assumes responsibilities for BMB policies, general management, industry relations with the three member associations — AAAA, ANA, NAB — and sales of subscriptions.

Mr. Langley has charge of operations and the coordination of the bureau's activities in television and

(Continued on page 22)

BMB's ORGANIZATIONAL CHART

PRESIDENT: *Policy; General Management; Sales Industrial Relations; AAAA-ANA-NAB*

ASSISTANT TO PRES.: *Operations; Coordinator of TV Mechanical and Electronic Devices*

EXECUTIVE SECRETARY	RESEARCH DIRECTOR	SUBSCRIBER SERVICE DIRECTOR	PRODUCTION MANAGER	AUDITOR
BMB Publications	Surveys	Subscriber Services	Clerical Staff	Accounting
Public Relations	Technical Procedure	Advertiser Services	Printing	Billing
	Tabulating Contractors	Agency Services	Mailing	

BMB Revamped

(Continued from page 21)

mechanical and electronic devices.

Philip Frank, executive secretary, handles public relations and BMB publications.

John Churchill, director of research, is responsible for surveys embracing FM and TV as well as AM broadcasting. He is in charge of technical procedures and tabulating subcontractors.

A subscriber service director, to be appointed, will handle subscriber, advertiser and agency service.

George Baillie, production manager, is responsible for ballot mailings, printing and clerical staff.

John Wright, auditor, handles accounting and billing.

In announcing the executive realignment Mr. Feltis told BROADCASTING he was in no way disturbed by the NAB recommendations for a change. "BMB functions under the direction of its three member organizations," he said, "and it may be expected that from time to time any of them will come up with suggestions. It would really disturb me," he stated, "if there were no suggestions, as that would indicate a lack of interest in BMB and that would be serious."

Mr. Feltis pledged that "as long as I am president of BMB all these suggestions will always be welcomed and given serious consideration." He added that it was easy for him to make this promise as he has "no personal allegiance to any one method, or technique, or measurement."

Four major considerations guided the decisions entailed in making the realignment of executive duties, Mr. Feltis stated.

"1. To assure our subscribers of careful consideration and efficient handling of special problems as they arise." Asked if this meant that there would be no repetition of the so-called "Birminghom Brush-off" or similar incidents in the future, Mr. Feltis admitted that it might be so interpreted.

"2. To fulfill our commitment to the industry to conduct a nationwide study in March 1949 and to deliver the results as soon as possible thereafter.

"3. To refine and develop future nationwide studies for 1951 and thereafter.

"4. At the same time to keep abreast of expanding industry needs with respect to the type of information required for both radio and television."

Mr. Feltis declared that the decisions as to the executive personnel had been made without regard for pressure from broadcasters and others for or against this man and that. "The men whose names are announced are there because we believe them to be the best men for those positions," he said.

Expressing gratification "in the strong NAB board action asking for at least 1,000 BMB subscribers for the 1949 study," Mr. Feltis said he will expect and welcome the help of every NAB director toward achieving that goal.

He lauded the BMB board's approval in principle of releasing non-subscriber data for the restricted use of subscriber stations as "one of the most constructive steps that could be taken at this time because it will make their subscriptions more valuable to the subscribing stations."

This action had been taken at Monday's BMB board meeting, where Mr. Terry and G. Richard Shafto, WIS Columbia, S. C., presented the report of the NAB subcommittee on BMB which the NAB board had unanimously approved. (See below for full text.) A member of the NAB board, Mr. Shafto will join the BMB board in January, succeeding Robert Mason, WMRN Marion, O., whose term expired the end of the year.

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The report dealt primarily with BMB's method of determining nighttime audiences, asking that it be reviewed with particular attention given to engineering data to correcting "false statistical conclusions in nighttime audience percentages resulting from inability of the listener to properly differentiate between day and night listening" and to excluding twilight zone reports from influencing either the day or night reports. It was also requested that consideration be given to reducing the unit area measurement from the county to a smaller political area where this would help to show "a more realistic nighttime audience."

Mr. Shafto, attending the BMB board meeting as a guest, pointed

(Continued on page 63)

Report of BMB Sub-Committee of NAB Board

1. BMB has apparently given little consideration to published census reports on certain individual cities materially affected by war industry or military connected population changes. Some 32 cities have complained about unfair total family figures published by BMB and perhaps 4 of 5 instances are obviously unfair. BMB has agreed to pursue a different procedure in the future and to rectify current errors with a revised estimate to be published as soon as possible.

2. Through its subscriber service personnel, BMB has made substantial investigation of its published nighttime audience reports in the Birmingham area and the apparent inconsistencies between its indicated audience and the absence of regularly available signals.

From a full review of the evidence, your committee concludes:

A. That the BMB technical committee — and perhaps the BMB board—should review its method of determining nighttime audiences in the forthcoming 1949 survey and should give particular attention to the following points:

1. Engineering data regarding limitations in good service areas resulting from the use of directional antennae and co-channel and adjacent channel interference as limits to the nighttime audience of all classes of stations.

2. Endeavor to correct the false statistical conclusions in nighttime audience percentages resulting from inability of the listener to properly differentiate between day and night listening—and further attempt to exclude twilight zone reports from influencing either the day or night audience reports.

3. Consider reducing the unit area of equal measurement from the county to a lesser political subdivision in those instances where it would portray a more realistic nighttime audience for regional and local stations.

B. That BMB should pursue an aggressive promotional and sales campaign to induce the subscription of at least 1,000 stations to the 1949 survey—and that as an inducement to fuller participation by the stations of each state—BMB might establish a state quota for participation cost which will enable a reduction in the cost to subscriber stations based upon securing increased subscribers in the respective states.

C. That BMB will not divulge data on non-subscribing stations nor mention call letters of such stations in any published material.

D. The committee further recommended that BMB take steps to bring about the identification of BMB subscribers in Standard Rate and Data and other publications through the use of a seal or insignia similar to that used for designating NAB members.

On motion of Mr. Arnoux, seconded by Mr. Egolf, the report of the committee was unanimously approved.

Drawn for BROADCASTING by Sid Hix

". . . and any 'ghosts' that may appear on this telecast are brought to you through the courtesy of the W. W. Jones Mortuary."

WMAR DROPPED

TV, FM Stress Planned

FIRST CANCELLATION of a fulltime authorization for an AM station in a major market was requested of the FCC last week, and is destined to provoke widespread discussion and activity.

WMAR Baltimore, which holds a construction permit for 850 kc with 1 kw, fulltime, is the facility turned in by the A. S. Abell Co., publisher of the Sunpapers, which now operate WMAR-TV; and the FM station WMAR-FM. It was presumed that other applicants in Baltimore and elsewhere would promptly crop up for this facility.

In a letter to FCC, former Comr. T. K. Jett, now Sunpapers' vice president and director of radio, stated: "The Commission was advised several months ago that the case previously approved was found to be unsatisfactory due to the construction of an FM station on an adjacent parcel of land.

"Since that time the Company has been concentrating on the development of television and FM, and believes that it would be unwise to proceed at this particular time with the construction of a third facility."

Expires Dec. 29

The Commission reply acknowledged receipt of the cancellation request and advised Mr. Jett that it would not act until WMAR returned a modification of construction permit issued in June for extension of completion date of the station. This authority does not expire until Dec. 29, FCC explained.

The original CP for WMAR was issued in October 1947 [BROADCASTING, Nov. 3, 1947] after comparative hearing with request of WEEU Reading, Pa., to improve its facilities. The WEEU application also was approved.

The Abell Co. letter by Mr. Jett indicated the door was not closed to possible future operation in AM. The difficulty in locating a suitable site for WMAR was complicated by the need for a three-element directional antenna. The estimated construction costs were under $300,000.

The Sunpapers' television outlet, WMAR-TV, ended its first year of operation on October 27 with a record of 4,038 hours of telecasting. This averaged 77½ hours per week, 54½ of them on program time and the balance test pattern. The TV and FM stations have a combined staff of about 80. The FM station, WMAR-FM, holds a Transit Radio Inc. franchise.

HATCHER TO JOIN LANG-WORTH SALES

RALPH HATCHER, prominent in radio sales and commercial management circles, has been appointed to the sales division of Lang-Worth Feature Programs, New York, C. O. Langlois, the firm's president, announced last week. Mr. Hatcher's activities will be directed primarily to representing Lang-Worth in the Middle Atlantic and New England states.

Mr. Hatcher

Most recently associated with CBS as manager of the network's Central Division stations relations office in Chicago, Mr. Hatcher was transferred in March 1947, to New York. There he created and developed the cooperative program department of CBS.

"Mr. Hatcher will devote every effort toward furthering the Lang-Worth idea of reviving spot broadcasting in its original concept, throughout his territory," said Mr. Langlois.

Starting his radio sales career as commercial manager at WTAR Norfolk, Mr. Hatcher remained there 14 years, until he went overseas with OWI. He joined CBS upon his return to this country.

BARNARD WILL FORM OWN VIDEO REP FIRM

LYNN BARNARD has resigned as television manager of Paul H. Raymer Co., to form L. L. Barnard & Co., exclusive television station representative firm. Headquarters will be at 53 E. 77 St., New York.

In announcing his new organization, Mr. Barnard pointed out that "Television has now arrived at the point where it requires sales specialists who understand the complicated camera techniques, studio production and the vast potentials in visual advertising that this new medium offers."

Mr. Barnard has been with Morse International, Pedlar & Ryan and BBDO in radio and television. During the war he produced motion pictures for the U. S. Navy.

FC&B Realigns As Coulter Quits

REALIGNMENT of Foote, Cone & Belding's personnel has taken place in New York and London with resignation of Douglas Coulter, vice president and director of radio, New York; Patrick Dolan, vice president and European director (London) and Robert A. Strother, vice president in charge of public relations (London).

Thomas M. McDonnell, in charge of Toni Co.'s radio and with Foote, Cone & Belding 14 months, has been named radio director of the New York office (see earlier story, page 18). Mr. Coulter's resignation was said to be due to lack of radio billing coming out of the New York office since the loss of the $12,000,000 American Tobacco account last spring. Mr. Coulter's plans will be announced soon.

In the London office, the resignations of Mr. Dolan and Mr. Strother was said to be due to differences of the two men with Harry A. Berk, president of Foote, Cone & Belding Int. Corp. in London.

Brian McCabe, executive director of the London office, was named to succeed Mr. Dolan. No replacement has been named for Mr. Strother. Emerson Foote, president of the agency, is in London this week and presumably further personnel realignment in London will be named by next week.

In the New York office, Lillian Selb, timebuyer for the agency and with FC&B five years, has also been made business manager of the New York radio department.

CBS' Arthur Godfrey has a guest in person of Harold Schafer (l), president of Gold Seal Co., Bismarck, N. D. (glass wax), during latter's visit to New York. Firm sponsors first quarter-hour of five-a-week, 60-minute *Arthur Godfrey Show*.

Porter Scotches Report Of Senate Aspirations

PAUL PORTER, former FCC chairman and OPA administrator, last week spiked rumors that he was being boosted for the Senate seat now held by Vice President Elect Alben W. Barkley.

Mr. Porter, who now has a private law practice in Washington, flatly denied that such a move was underway. "There is nothing to it," Mr. Porter told BROADCASTING last Tuesday. He also attached no credence to speculation that he was being considered by President Truman for a cabinet post. "I have no comment on any of this," Mr. Porter said.

KTSA SALE

Autry Buyer; Price Said $450,000

SALE of KTSA San Antonio by Taylor-Howe-Snowden, Southwest station operators, to Gene Autry, cowboy star and owner of KOOL Phoenix, was consummated last week, subject to FCC approval. The net purchase price is understood to be $450,000.

Mr. Autry

Simultaneously, but having no direct bearing on the projected sale, came the announcement from O. L. (Ted) Taylor, executive manager of the Taylor-Howe-Snowden Stations, that Edgar T. Bell, newspaper and radio executive, on Nov. 15 had been named general manager of KTSA under THS ownership. He succeeded George W. Johnson. Mr. Johnson's plans have not been announced.

The acquisition by Mr. Autry would be by direct sale, with no other individuals involved. The sales contract, however, will provide that Mr. Autry will offer a portion of the capital stock to employes of the station.

Autry Holdings

Mr. Autry, in addition to his ownership of KOOL, also owns a minority interest in KOWL Santa Monica, Calif. He recently disposed of his minority interest in KPHO Phoenix, which the FCC required when his acquisition of KOOL was approved last April.

Formal application for the transfer will be filed with the FCC within the next fortnight, it was reported.

Negotiations have been in progress with Mr. Autry for several months. Other stations in the THS group are: KANS Wichita; KTOK Oklahoma City; KRGV Weslaco, Tex.; KFYO Lubbock, and KGNC Amarillo.

Mr. Bell resigned as secretary-treasurer and business manager of the Oklahoma Publishing Co. and its affiliated operations last August, after 33 years with the organization. He simultaneously disposed of his stock interest in the Oklahoma Publishing Co., which included WKY Oklahoma City.

Also pending is the projected sale of KLZ Denver, which is affiliated in ownership with the Oklahoma Publishing Co., and in which Mr. Bell holds a 3% interest.

KVOR Colorado Springs is involved in this $900,000 transaction and Mr. Bell and his family hold roughly one-third interest in that station.

KTSA, established in 1922, operates on the 550 kc regional channel with an authorized 5 kw fulltime, and is a CBS and Lone Star outlet.

XUM

A REPORT ON TAPE

Problems, Possibilities Cited

By GERALD KING

President, Standard Radio Transcription Services

AT THE NAB convention held in Los Angeles last May, Standard Radio demonstrated transcriptions on tape, together with a promise that eventually a library of music would be available to radio stations on this new form of recording.

Delivery was subject to several conditions—mainly the standardization of technical standards by the NAB, manufacture of equipment for reproduction, and, of course, the demand for tape transcriptions.

It was demonstrated at the time that tape has many advantages. It is of higher quality than any form of recording in existence today and has far less background noise, no ticks or pops, less distortion, greater dynamic range, and the ability to be played thousands of times without increasing the noise level or distortion of the music recorded upon it.

Its disadvantages are higher cost and less ease in handling, especially cueing.

Business of Broadcasting

One of a Series

Tape Standards

At this time it seems only fair to the many people who are interested in the development of this new recording art to make some statements about progress. To begin with, the NAB Engineering Dept. has been quite active in investigating standards for tape, particularly the speed with which it passes through a reproducer.

The original German machines operated at 77 cm per second, which translates into 30 American inches per second, and as the two original machines made in this country were copied after the German model, they retained this 30" speed. This speed allows for very high quality and all the other desirable characteristics of tape to its fullest extent.

It does, however, greatly increase the cost. The NAB engineering standards therefore seem likely to be set at 30" for original high quality master recordings and recordings where frequencies upwards of 15,000 cycles are desirable; then 15" per second for general use in AM and FM, based on the assumption that the advance of the art eventually will allow this speed to handle frequencies upwards of 15,000 cycles; and lastly, 7½" per second, which is the speed of the little home machines and for special pickups like "Man-on-the-Street" broadcasts, interviews, etc. where low cost and extreme portability are desirable.

Standardization is but one of the problems to be licked before tape becomes a useful part of a station's broadcasting day. Although the U. S. makers of tape have advanced well beyond the best the Germans had to offer in every respect, they still have manufacturing problems which have to be resolved so that the tape can be used as it comes out of a box.

At the present time we have to condition every foot of tape before we use it due to many splices and irregularities, and magnetic properties in the tape itself.

The problem of making copy or dubbings is also under laboratory survey and out of it we hope to find a better way of making copies other than by the so-called "brute force" dubbing, by a line-up of machines.

The second problem, reproducing equipment, is being attacked by several manufacturers and it is fair to assume that very satisfactory reproducers without recording and erasing heads will be available at a lesser cost than is now paid for a transcription turntable.

These will be heavy duty machines, capable of continuous performance. They are not yet in production.

The next problem is that of a demand for such a service from radio stations. We felt that FM radio would find this method extremely desirable, but the changed economical picture, with many FM stations deeply in the red, or making little headway, seemingly makes operators reluctant to take on a more expensive method of transmitting recorded music than they now have by transcriptions and ordinary phonograph records.

Present Use

AM station operators with FM outlets seem content to duplicate AM programs as a general rule and they, too seem little interested in taking their AM audience away.

This brings us down to the present use of tape recording and its future possibilities. For the present, we firmly believe that tape recording at high speed gives the best possible master recording, superior in every respect to the best disc recording of any type.

By making these tape recordings now we are enabled to dub to our present style transcriptions and at the same time retain the tape master for future use.

The crew which we sent to Europe in September to do recording because of the AFM ban was equipped with a special Rangertone 30" recorder and all necessary accessories, including microphones, mixer, and the necessary converters to use on any type current.

Without such equipment high-quality recording in Europe, apart from London, is impossible. The equipment is not there to do the kind of work to which we are accustomed. To begin with, then, the tape recorder has released for our use the musicians of the world.

The second important use we have found for the tape recorder is in our sound effects.

About six months ago we decided that sound effects available for radio were getting in a bad state and we set about to record new sounds and better recordings of the old ones. For this we used a portable tape recorder operating at 18" per second.

This machine is battery operated and has been in planes, on trains and submarines—in almost any place where two men can carry a couple of suitcases.

The third successful use for tape at the present time is in network rebroadcasting. Not only has it proved more superior in quality but a complete half-hour can be put on the tape without the necessity of switching from one disc to another.

One network which used this system during the past summer found that the entire cost of the equipment was amortized by reason of the fact that the tape could be erased and re-used, whereas discs for rebroadcasting are a dead expense.

Another worthwhile development and one that is bound to see greater use, is by programming as used by the Bing Crosby show. It is not generally known but the Crosby show as a recorded program was about finished when tape came along and saved it, due to the ease of editing, and assurance of completely undistorted program.

Naturally, tape is ideal for outside pick-ups. Interviews can be obtained at any hour or any place and put on the air with studio fidelity.

Several programs utilizing foreign locale and talent are now in process, the tape being flown to New York for network presentation or processing to transcriptions, which will eliminate the noise, fading and distortion seemingly always present in overseas pickups.

And finally there is TV. Every listener to TV has one big squawk—the horrible quality of sound on the films which are telecast. This is an inherent fault in 16mm film.

The optical system of recording makes it an impossibility to record frequencies on 16mm film at the present rate of speed much in excess of 4,000 cps. Not only is the quality bad, but the flutter is worse.

Cumbersome as it may seem, T

(Continued on page 50)

THE INSIDE STORY of steps being taken to produce high quality tape recording equipment for transcriptions for the industry is given frank treatment by the author. Much progress is cited in a review of experiments and efforts to standardize equipment. At the same time, Mr. King brings into sharp focus a vivid picture of the stumbling blocks which are still proving troublesome.

Rangertone Engineer Bob Callen inspects the portable tape recorder

P. I. KNOCKOUT

Post-Election Scheme Nipped in Bud

By J. FRANK BEATTY

EXPOSURE of a per inquiry scheme combining rate card evasion with post-election sentiments served last week to halt the project in its tracks.

Promoter of a $1 "Truman-Barkley Victory Club" ash tray, Bernard Bennett of Washington, told BROADCASTING Wednesday he had decided to drop the p.i. offer. Appalled by this magazine of the widespread station indignation his project had aroused, he said he did not desire to incur the wrath of NAB or the industry. He already has bought newspaper space.

Not within memory of NAB officials had an advertising device aroused such a storm of station protest. BROADCASTING, too, has been besieged by aroused stations.

The offer had inspired an investigation by the Democratic National Committee, which quickly disclaimed any connection with the "club." Committee officials referred to it as an effort to cash in on the Truman-Barkley victory and took "a dim view" of the whole idea.

The station protests in the Truman-Barkley offer culminated two months of industry indignation over the autumn outburst of per inquiry propositions [BROADCASTING, Nov. 1, Oct. 4, Sept. 13].

Resent Flag Waving

Station officials writing to BROADCASTING and the NAB had denounced the "club" in bitter words. They especially resented what they felt was a flag-waving appeal. On top of that, they marveled at the requirement that stations receive all orders, forward $1 each to the club, and then wait until the inauguration is over before receiving the 25¢ commission.

Mr. Bennett told BROADCASTING he was in the design business and had conceived the idea as a patriotic gesture, since there was little chance to make money on the basis in view of the expense of buying ash trays, printing and applying a stencil and then mailing.

He said 70% of stations replying to his offer had rejected it, with about 10% denouncing the idea. He said 30% had indicated they were interested in the p.i. proposition.

Mr. Bennett said he would write accepting stations a letter explaining why the whole idea had been abandoned. No stations had started actual announcements of the ash tray, he said, though paid white space has been used in tabloid newspapers, bought at the straight rate.

He pointed out that the p.i. letter to stations does not claim official sanction of the Democratic National Committee. His design office had produced many items during the Presidential campaign, he said, calling the post-election club idea "strictly a goodwill measure."

"This was just another little thing we were going to do," he said. "I'm sorry some of the stations were offended. I want to play ball with the NAB."

Broadcasters were addressed as "Dear Fellow American" in the victory club's offer. The per inquiry letter was opened with this appeal:

The National elections are over—it is the patroitic responsibility of all Americans to join the spirit of a "United America" throughout our nation. A Truman-Barkley United America Trophy has been created. This trophy is useful, practicable, decorative, and will be a treasured remembrance—it is available exclusively through the Truman-Barkley Victory Club, Washington, D. C.

This sturdy tray carries bonded to its base the memorable Truman-Barkley slogan for National Unity and the 48 stars and 13 stripes of our flag, all in a brilliant red, white, and blue color scheme. The visible emblem is reflected by the multi-mirror sides through all angles of view. It is a heavy crystal-like glass tray with felt base, practicable as a nut or candy dish, ash tray, desk piece, or mantle trophy.

YOUR RADIO STATION IS CORDIALLY INVITED TO PARTICIPATE IN THIS CAMPAIGN; We will endeavor to make your cooperation as simple and profitable to you as possible. We suggest you spot advertise as your schedule permits and receive all orders—retail price $1.00 and forward remittance with name and address of sender to us. We will ship all orders to recipient postage free.

For cooperation you will receive twenty five cents (25¢) per order payable to you the first Monday following Inauguration or upon your request.

It is of particular significance that the spirit of a "United America" can best be manifested in a material object which the owner can be proud to display. Your cooperation will be welcome.

You will receive a commemorative Victory Club charter for your participation.

Truman-Barkley Victory Club
(Signed)
Bernard Bennett, President

The club's address was given as 418 Randolph St., N. W., Washington, D. C.

The Truman-Barkley p. i. offer was only one of a swarm of election-month schemes that have loaded NAB's mail from stations. The complaints have covered a wide range of projects.

An NAB member station, WWWB Jasper, Ala. is circularizing the industry with an offer from the "House of Charm, P. O. Box 622, Jasper, Ala." This offer consists of a $6.95 chenille bed spread offer netting the station $1 per inquiry and a $1.98 bath set netting 50¢ per inquiry.

The offer is "subject to 15% agency commission" but it was understood no agency was mentioned in the offer. In submitting the deal, James Reese of WWWB, stated: "Frankly, I am running it on a station that I own and we are meeting with great success."

Lighter Offer

Another broadcaster is originator of a per inquiry offer of a "Berkeley Director Lighter" said to be a $10 value selling over the air for $3.95, with the station getting $1.25. The offer is submitted by Carl Calman on behalf of Namlac Radio & Television Corp., 55 W. 42d St., New York.

The lighter offer "will bring a mail pull that will amaze you," writes Mr. Calman. He continues: "I have been a general manager and sales manager of metropolitan New York stations, the last being WINS where I was vice president and general manager." It was pointed out at NAB that "Namlac" is Calman spelled backwards.

Interesting product offered by Ayres Advertising, 1310 Sharp Bldg., Lincoln, Neb., is a plastic toothbrush with paste in the handle. This brush is said to dispense "evenly over the brush area by

(Continued on page 55)

INAUGURATION

Coverage Plans Laid

INITIAL plans were made last week for radio, television, newsreel and press coverage of the Presidential Inaugural which is expected to attract more than a million visitors to Washington Jan. 20.

Overall plans are under the direction of a committee headed by Chairman Melvin D. Hildreth, a Washington lawyer, who was in charge of grandstand arrangements for three inaugurals of the late President Roosevelt.

Mr. Hildreth appointed S. C. Brightman and Kenneth Fry, publicity and radio director, respectively, for the inaugural. Both appointees are associate directors of publicity for the Democratic National Committee, which has placed them on leave.

They commenced duties last Monday in their office in the Tariff Bldg., 700 Block F St., N.W.

Tentative plans discussed last Wednesday by Messrs. Brightman and Fry with representatives of AM, FM, TV, TV newsreel, press and newsreel companies call for the erection of three large stands for coverage operations.

Pooled Coverage

The television networks will provide coverage through a pooled arrangement, Mr. Fry said. Details of the pool have not yet been completed. These will be determined by the industry, itself, Mr. Fry explained.

To provide a long view of the parade down Pennsylvania Ave., a large two-tier stand will be erected on the lawn of the Treasury Building. The top landing of the stand will be occupied by staffs of AM, FM, TV and newsreel firms; the lower by the working press and spectators.

Another stage, facing the White House, will be set up in LaFayette Park. The AM and Continental FM networks and Washington independent stations will operate from the top tier of the three-story stand. Television and TV newsreel cameras will be operated on the second level.

Two booths for aural operations will be provided on opposite ends of the Presidential and Distinguished Guests reviewing stand, which will be located on the north side of the White House.

Mr. Fry has asked representatives of AM, FM and TV networks and local independents to decide on their individual plans for covering the parade and to make requests for space or stands at strategic points along Pennsylvania Ave.

It was considered likely that requests would be made for permission to use mobile units in the parade for AM and FM operations. No disapproval was anticipated.

Provision is being made also to accommodate radio newsmen along the route.

Plans for coverage of the actual inaugural ceremonies at the Capitol are to be made by the Joint Committee on the Inaugural, which was expected to meet late last week or early this week.

The committee, comprised of both Senators and Congressmen, is headed by Sen. Carl Hayden (D-Ariz.).

WITH APPLAUSE for crackerjack coverage of 1948's political stories still ringing in their ears, radio and television preen for their first such spectacle in 1949—Inauguration Day. Planning for the Jan. 20 Washington event was started last Wednesday at the first meeting in the Capital City.

A steel platform is presently under construction opposite the inaugural stand in front of the Capitol. The platform is expected to accommodate television, newsreel and still cameramen. Other facilities, possibly on the inaugural stand, will be made available to the four AM networks, Continental FM, and local independents. BBC has also indicated it will cover the event. Recordings of activities will be made by the State Dept's "Voice of America" for overseas presentation.

XUM

TALENT MERGER

Unions Are Optimistic

PROPOSED merger of talent unions, an on-and-off project for some years, has now progressed to an advanced stage in its latest start. Spokesmen for unions concerned are optimistic that a wedding will finally take place.

The new impetus for a merger began last August after the Boston convention of the American Federation of Radio Artists passed a resolution for such a merger.

Since then, a merger committee of AFRA, with George Heller, AFRA national executive secretary, as spokesman, has been seeking agreements with Actors Equity, Chorus Equity and American Guild of Variety Artists.

The boards of Actors Equity and Chorus Equity already have started consideration of the 20-page merger plan which has been worked out by committees of the unions. The AGVA board is expected to take it up soon while AFRA's boards in the West, Midwest and East, in that order will review the entire plan.

TV Jurisdiction

When complete agreement is worked out among the four unions, a further pact will be sought with the Screen Actors Guild in Hollywood, under which the responsibility and jurisdiction in television is to be decided.

The new organization is expected to be given this jurisdiction except for matters primarily concerned with the motion picture field, which will fall within the jurisdiction of SAG.

Final step in the merger would be either votes at general membership meetings or mail referenda by members of the organizations. This step, barring complications which are at present not foreseen, is said to be possible as early as January.

If the merger is voted for by the members, a central location in New York to house all the organizations would be sought and, although the single union would have subdivisions along craft lines, it would operate as a unit.

Its relationship with SAG, it is said, will be something in the nature of a partnership with the responsibilities of the partners in the television field given delineation to prevent clashes or overlapping.

One Card Only

Upon merger, member of the new organization will carry but one union card, instead of the two, three or four it is possible for them to be presently holding. Dues will, of course, be paid to only one organization.

The membership card, however, will have noted on its face the fields in which the performer is qualified to vote, so that his identification as an actor in any particular field can be preserved along craft lines.

It also is proposed that the national board of the new organization consist of 40 members, divided as follows: Equity 15, AFRA 15, Chorus Equity 5 and AGVA 5. Each division is to elect its own board members by a system each is free to devise for itself.

Seven officers are to be elected from among the 40 national board members: A president, four vice-presidents (one representing each division), a recording secretary and a treasurer. They will be elected at an annual convention from among the board members. Provision is made to have not more than two officers from any one division.

The national board will appoint national executives and the national counsel. Local executives are to be appointed by the association's local board or elected by the local membership, subject to disapproval by a two-thirds vote of the national board.

The national board will have the power to approve or disapprove or amend budgets of divisional boards and association locals.

Powers of Board

Other powers of the board will include: Supervision of association locals; ultimate approval of basic agreements with employers; coordination and codification of rules regulating agents; organization and administration of television; administration of central treasury; determination of major policies affecting divisions and association locals jointly; review of disciplinary action after divisional and/or association local remedies are exhausted; relationship with the 4 A's, the AFL and other unions.

Although the four divisions of the new union are to have autonomous powers, the national board will be empowered to operate in concerted fashion in contract negotiations and strikes.

Dues are to be based on annual income, ranging from $24 a year for incomes up to $2,000, to $100 a year for those of more than $50,000. Initiation fee is to be $100, except for Chorus Equity and AGVA chorus and corps de ballet members, who will be assessed $50.

Initial contributions to finance the new organization are proposed as follows: Equity $150,000, AFRA $150,000, Chorus Equity $50,000 and AGVA $5,000.

AUTO-LITE FOREIGN CAMPAIGN PLANNED

ELECTRIC Auto-Lite Co., New York, plans the largest foreign market advertising campaign in the firm's history to support its newest product, the resistor spark plug, according to National Export Advertising Service, New York, the company's agency for foreign advertising.

Radio stations in six marketing areas overseas, including Puerto Rico and Venezuela, are to carry spot announcements. In Hawaii transcribed re-broadcasts of the Auto-Lite *Suspense* show, heard domestically (CBS, Thursdays, 9-9:30 p. m.) will continue to be used. Other overseas markets are as yet undecided.

C. F. Rork, sales promotion manager for Auto-Lite's foreign division, describes the campaign as a continuation of Auto-Lite's major drive for foreign markets. Current advertising budget is about triple the prewar level and is 50% greater than in 1946.

Roehrenbeck Back

FRANK ROEHRENBECK, general manager of WMGM New York, is scheduled to return to his desk today (Nov. 29) after several weeks convalescence from a heart attack.

CONGRATULATIONS are extended to Phillips Carlin, MBS vice president, on his 25th anniversary in radio. L to r: Col. William M. Rankin, pioneer advertiser, who gave Mr. Carlin the audition that led to his first commercial broadcast Dec. 22, 1922; H. V. Kaltenborn, news commentator and founder of Pioneers' 20-Year Club; Mr. Carlin, and Sam Ross, who gave the MBS executive his first job in radio (WEAF New York, now WNBC).

(See Carlin's Respects Sketch, page 44)

Windless Windfall

INCOME taxes will draw off about $7,600 or one-third of the windfall won Nov. 16 by Ralph Harris on CBS' *Hit the Jackpot*, according to a Minnesota tax official. Mr. Harris will pay $1,400 in state and $6,200 in federal income taxes, WCCO quotes the official's estimate. And Mr. Harris' other income for the year is placed at $5,000, which he splits with his wife for tax purposes. The Minnesota giveaway winner, a traveling salesman, will have about $14,400 left after splitting with Uncle Sam.

ASCAP-TV Meet Explore Music Us

N. Y. Judge Leibell's Decisio Will Be Appealed

THREE POINTS seeped out the closed doors of the annu West Coast meeting of ASCA which convened at the Bever Hills Hotel, Los Angeles, Nov. 2

(1.) ASCAP-TV industry mee ings have been going on in preli inary exploration study of t manner of music use in the mediu The formula of charge, yet to evolved, would be effective as Jan. 1, 1949.

(2.) ASCAP will appeal the d cision of New York Federal Judg Vincent Leibell relative to fi theatre performance-right excis Stay of execution is to be soug the first of the week.

(3.) There is dissatisfaction the part of some West Coast me bers leading to resolution of "ce sure" of board of directors for fusing to create paid post of We Coast liaison, L. Wolfe Gilbe This had earlier been petitioned the rank and file.

Fred Ahlert, ASCAP preside informed the meeting attended more than 240 members that 72 of the 80% required to author ASCAP as agent for handling TV rights had been obtained befo he came to Coast. During his sta he advised BROADCASTING that number equal to or in excess of t needed 8% had probably come

On the court ruling which fou against ASCAP, Mr. Ahlert s that Judge Leibell's ruling was of his jurisdiction as the suit wa civil one. He was optimistic final victory.

WCOP DP Recording

WCOP WCOP-FM Boston making available to 800 stations special coverage of the second la ing of Displaced Persons in United States. DP recordings result of cooperative venture station and Ted Hudes of T Hudes Assoc., New York, worked with WCOP news direct Ron Cochran on coverage. P gram, aired Nov. 21, 1:30-2 p incorporates interviews with D

COLOR TV PREDICTION

FCC Comr. Jones Sees Its Imminence

A STRONG BELIEF in color television as a service for the near future was voiced last week by FCC Comr. Robert F. Jones.

Giving color enthusiasts what probably was their strongest shot-in-the-arm since CBS' futile effort to have color standards established two years ago, Comr. Jones said in a speech prepared for delivery in Columbus, Ohio, last Saturday:

"If color can work in actual practice as it does in the laboratory, and will utilize the same channel space, should provision not be made for it promptly? Should we not let the American public as listener and investor decide what it wants?"

Mr. Jones' speech, in accepting an honorary degree of Doctor of Laws from Ohio Northern U., came only a few weeks after the Commissioner watched a demonstration of CBS color systems, which reportedly include electronic and sequential field and 12 mc methods [BROADCASTING, Nov. 1]. He said:

"I have viewed two systems in its laboratory stage. One of them takes more space than the [6 mc] black-and-white system, but the other is now able to give a bright television picture as sharp, as beautiful and as accurate as any technicolor movie I have seen.

Why Wait for Perfection?

"I am one Commissioner who believes color television is not for the next generation or the next few years. I think it is not necessary to wait for perfection before launching a new service. Thomas Edison's first light bulb was a pretty dim affair. American industry and genius have made it the fairyland of lights it is today," he declared.

He pointed out that "all the major companies are conducting research in color." Some of the different systems, he noted, have been inspected informally by the Commission.

Comr. Jones also sketched the potentialities of Stratovision. If this is the best method to carry television to rural populations, he said, "then the Commission should plan for it and provide for it in the UHF [region] reserved for television [475-890 mc band].

"I do not believe television should be engineered to deprive the rural population of television programs," he declared.

He referred to the Commission's current freeze on TV applications as a "moratorium" but said work on the technical problems behind it is being expedited and that "it is my personal viewpoint that the problems will be ironed out in the not too distant future."

Mr. Jones said television's need for additional spectrum space "cannot go ignored."

With respect to use of the UHF, currently under consideration, he said: "It is my feeling that the art may be developed to the point that we now can have television broadcasting in these ultra high frequencies, but the day when the industry will provide us with transmitting and receiving equipment sufficient for that purpose is still a question."

Coy's Prediction

A similar prediction that video might soon begin to use its "upstairs band" had been made only a few days earlier by FCC Chairman Wayne Coy [BROADCASTING, Nov. 22].

It was clear from Mr. Jones' remarks that he was expressing his personal views and not undertaking to commit the Commission.

His speech was to be broadcast by WHKC Columbus and a number of other Midwest stations.

Television stories, on other pages, in this issue:

Bulova Spots Now on Television	3 (TV Insert)
Burbach to Address TBA Video Clinic	3 (TV Insert)
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Barnard Leaves Raymer for Own TV Firm	23
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Paramount Appoints Weed for KTLA and WBKB	34
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Panel on TV Problems Slated for ATS Film Forum	52
Chicago Video Meeting Planned for March 7-9	57
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Air Force Testing In-flight Telecast	59
New York TV Committee to Join VD Fight	65
News Program on WPIX (TV) Plugs 38 Sponsors	74
Video Package Offered Radio Farm Directors	74
KNBH (TV) Planning Late January Start	79
WDSU-TV New Orleans to Get Under Way Dec. 18	79

Advertest Is Preparing Video Audience Survey

A STUDY of "The Television Audience of Today" will be released about Dec. 15 by Advertest Research, New Brunswick, N. J. Based on panel interviews throughout New Jersey, the study will be available to advertising agencies, television stations and television advertisers.

A statistical picture of the following points are to be included: (1) Length of ownership of TV sets, (2) family size of set owners, (3) who selects the programs to be viewed and (4) favorite stations for various type programs. The study may be secured without charge from Advertest Research, 133 Albany St., New Brunswick, N. J.

NBC's Television Data Chart—*Compiled and Corrected to Nov. 1, 1948*

Estimated TV Set Ownership

City	NBC Station	No. of Stations	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
New York	WNBT	6	3,597,000	320,000
Baltimore	WBAL-TV	2	732,000	26,000
Boston	WBZ-TV	2	1,175,000	30,400
Philadelphia	WPTZ	3	1,184,000	80,000
Richmond	WTVR	1	130,000	4,000
Schenectady	WRGB	1	258,000	10,600
Washington	WNBW	3	691,000	21,200
East Coast NBC Intercon. Network				492,200
Buffalo	WBEN-TV	1	323,000	6,300
Chicago	WNBQ	4 *	1,438,000	41,000
Cleveland	WNBK	2 *	695,000	16,600
Detroit	WWJ-TV	3 *	839,000	20,500
Milwaukee	WTMJ-TV	1	327,000	9,300
St. Louis	KSD-TV	1	474,000	13,000
Toledo	WSPD-TV	1	241,000	4,100
Midwest NBC Intercon. Network				110,800
Atlanta	WSB-TV	1	233,000	3,800
Cincinnati	WLWT	1	384,000	8,000
Ft. Worth	WBAP-TV	1	269,000	1,200
Minn.-St. Paul	KSTP-TV	1	333,000	7,500
Salt Lake City	KDYL-TV	1	93,000	800
Total NBC Stations (19)				624,300
Los Angeles		4	1,372,000	42,400
New Haven		1	557,000	9,900
Sub Total		41		676,600
Dallas			277,000	2,200
Dayton			291,000	500
Indianapolis			281,000	200
Louisville			188,000	600
Memphis			177,000	1,500
Miami			117,000	800
Peoria			132,000	200
Pittsburgh			742,000	100
Providence			1,011,000	2,600
San Francisco			825,000	700
Others				32,000
Total				718,000

Station Status

	Licensed	STA's	CP's	Pending	Total	Percent
NBC	4	17	22	35	78	17.9
CBS	1	7	14	50	72	16.6
ABC	0	14	13	42	69	15.9
MBS	0	3	5	37	45	10.3
IND	2	7	26	148	183	42.1
Totals (d)	7	37 (c)	80	312	435	
Markets (b)	5	22(18)	55(45)	125(79)	147	

STATION STATUS NOTES

STA — Operating under Special Temporary Authority
CP — Construction Permit
(a) — 208 actual FCC channel allocations applied for
(b) — Figures in parentheses represent additional markets
(c) — Three stations not operating: KOB-TV Albuquerque (NBC), WAVE-TV Louisville (NBC, ABC), WAAM Baltimore (ABC)
(d) — Network figures in *STA* and *Total* columns aggregate more than column totals since several stations are affiliated with more than one network.

SET CIRCULATION NOTES

* — New station added
** — Figures represent *total* number of families in each 40-mile (½ millivolt) service area and may not be combined to show net coverage in 2 or more cities. Net family figures for NBC networks are shown below:

	Families In Range of NBC Stations
Families — NBC East Coast Network	7,107,000
Families — NBC Midwest Network	4,337,000
Families — All NBC Stations	12,756,000

— Sets also distributed to areas with no present TV service

ADVERTISERS (Total Net-Spot-Local) ..... 548 (Sept) Television Mag.
MANUFACTURERS ..... 74 (including kits) TV Digest

Stop That Stomping

A NEW TUBE capable of measuring vibrations as delicate as those caused by a fly walking on a steel beam has been announced by the Tube Department of the Radio Corporation of America. It is called a mechano-electronic triode transducer and is said to be the first commercial electronic device capable of translating mechanical vibration into audible or visual signals. The new measuring instrument is smaller in diameter than a cigarette, only half as long and weighs 1/16 of an ounce.

Food Manufacturer Buys Xmas on KTBI

AS A SALUTE to the friendly neighborhood grocer, Nalley's, Pacific Northwest food manufacturer, has contracted for the entire Christmas broadcast day on KTBI Tacoma.

W. B. Stuht, general manager of the Tacoma station, says that special programming is planned for the entire day, with the Christmas spirit pervading all broadcasts.

Christmas music and other concerts will form the bulk of the day's programs, but four full-scale dramatic shows are also planned, utilizing local Little Theatre personnel for the casts.

The large-scale time purchase was arranged through Milne-Heffernan, Seattle advertising agency. The programs will be merchandised to the grocery trade.

SALT LAKE CITY TV ADVERTISERS ADD 12

AN ADDITIONAL 12 local sponsors joined the KDYL-W6XIS (TV) Salt Lake City advertiser list last week. Three contracts are for quarter-hour periods, the rest are spots.

Wolfe's Sportsman's Store signs for a program each Friday evening through George W. Baker Advertising. Show will feature interviews with prominent local skiers and a resume of local snow conditions. Lessons in dancing will be sponsored by Arthur Murray School of the Dance each Wednesday night through Cooper & Crowe agency. B. F. Goodrich & Co. takes the quarter-hour *Sports Window* on Thursday, featuring interviews with sportsmen.

Participation on the Thursday night wrestling matches has been sold to Glenn Earl Inc., RCA-Victor dealer; Pullman Tailors, and Admiral Radio.

. Other spot buyers are Day & Night Mfg. Co., water heaters; Wilson Food Products Co.; Sears Roebuck & Co.; Bennett Paint & Glass; Capson-Bowman Real Estate Co., and Radio Supply Co.

NBC 'DIAL'

Affiliates Get Prints For Film Showings

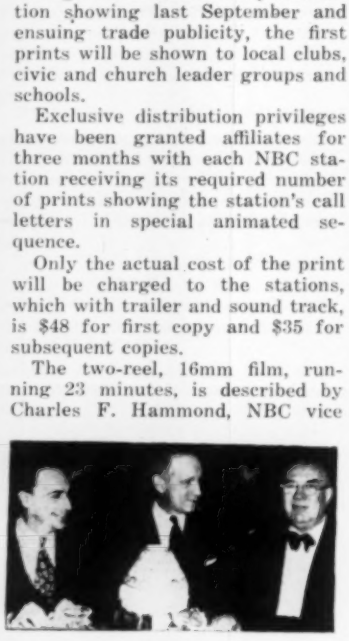
FIRST PRINTS of the NBC documentary film "Behind Your Radio Dial" were shipped last week to the network's affiliates for showing before an expected total of five million people a year "for the next few years."

Ordered by the affiliates on the strength of the Sun Valley convention showing last September and ensuing trade publicity, the first prints will be shown to local clubs, civic and church leader groups and schools.

Exclusive distribution privileges have been granted affiliates for three months with each NBC station receiving its required number of prints showing the station's call letters in special animated sequence.

Only the actual cost of the print will be charged to the stations, which with trailer and sound track, is $48 for first copy and $35 for subsequent copies.

The two-reel, 16mm film, running 23 minutes, is described by Charles F. Hammond, NBC vice



Attending the presentation were (l to r) Charles R. Denny, NBC executive vice president; John T. Cahill, member of the NBC board, and Ray Vir Den, president, Lennen & Mitchell.

* * *

president and assistant to the president, as the most complete documentation yet of the people, organization and operations behind NBC's radio and television programs.

Kits containing distribution suggestions and publicity aids will be furnished with the film, according to James H. Nelson, NBC advertising and promotion director, who calls it the most useful public relations instrument ever made available to stations.

During the option period, the film will be shown to conventions and other meetings of national scope. Its filming by RKO Pathe was supervised by Roy C. Porteous, manager of NBC's advertising and promotion department, directed by Edward Montagne.

Distribution Planned

The network will distribute 500 prints through Frank H. Arlinghaus, president of Modern Talking Picture Service, New York.

Four hundred media, agency and advertising executives were guests of Niles Trammell, NBC president, at a screening of "Behind Your Radio Dial," last Monday, at New York's Waldorf-Astoria Hotel.

The screening was preceded by a cocktail party and lunch, at which Mr. Trammell spoke briefly.

The film is to have a second New York viewing tomorrow, Nov. 30, at the Sales Executive Club luncheon at the Hotel Roosevelt.

James Doubles Area Sale of TV Filters

POLAROID Television Filters has had sales doubled in all areas where the Dennis James telecast of wrestling shows is carried over the DuMont network, according to William D'Arcy Cayton of Cayton Inc., New York, agency handling Polaroid account.

After four weeks of the James shows, said Mr. Cayton, unit sales of filters jumped from 2,000 to about 4,000 in the East, where the show is viewed. Nationally, sales have gone from 3,000 to 5,000, he said.

Part of the increase is due to Polaroid's policy of giving dealers a chance to get commercial tie-ins on the program. Dealers who buy 250 filters are given such plugs. More than 20 dealers already have been booked on the program into the summer, said Mr. Cayton.

To take care of the requests of almost 300 dealers who could not be accommodated on the James show, Polaroid in the past two weeks has begun the policy of buying spots to boost dealers.

The dealer tie-ins take the form of a salute to the area in which the dealer's store is located and then a salute to the dealer himself. About three mentions, which add up to about a minute, and include a photo of the dealer's store, are carried on the James program.

Mr. Cayton emphasized that the recent sales boost of filters can be tied down to the James influence because, basically, the same series of one-minute spots, 20-second station break announcements and programs are being placed now that were on the air before the Dennis James sponsorship.

Mr. Cayton said he believed the sincerity that Mr. James can impart to a selling message is largely responsible for the sales boost.

Berthon Promoted

GEORGE T. BERTHON, who has been with Young & Rubicam since 1943, as a merchandising man and account executive, and later as manager of the agency's Toronto offices, has been named a vice president of the firm, Sigurd S. Larmon, president, announced last week.

Raibourn Is Name To Sindlinger Boar

PAUL RAIBOURN, vice presid of Paramount Pictures, has becom a member of t board of dire tors of Sindlinge & Co., radio l tener rating ser ice, but repor that Paramou is buying an i terest in the ser ice were said t be erroneous.

Mr. Raibourn

In New Yo Mr. Raibourn d nied that Paramount intends participate financially in Sin linger, which operates Radox, t listening service.

"It would be the worst thing th could happen to a research orga ization like Sindlinger for anothe company to own a part of it," sa Mr. Raibourn.

He emphasized that his own pa ticipation in the company wa purely personal interest in it as business venture.

"I believe it's the first soun thing that has been done thus fa in its field," he said. "That's wh I'm interested in it."

In Philadelphia, Albert Sin linger, president of the researc organization, also denied that Par mount intended to purchase an part of the company.

At the same time, he admitte that there was a possibility tha his service would be extended t the Midwest. One of the nation's largest radio stations has urge him to set up his listening mea uring system in its area. It is u derstood that if this is done, it wi operate as a branch of the hom office in Philadelphia.

In the Quaker City, Sindlinge has two areas presently operatin with a third to begin operations about two weeks. In each are monitors are attached to radios homes. These monitors, calle transphasers, enable Sindlinger know at a moment's notice whethe the radio is turned on and to wha station. This information is i stantaneously transmitted by tel type to clients.

POST-ELECTION DROP
Sindlinger Finds Listening Lagged for Seven Days

RADIO listenership in the ar serviced by the Sindlinger & C Radox listening measuring servi in Philadelphia showed a 42% dr in the seven days following the r cent election, while moving pictu attendance went up 40%.

According to Albert Sindlinge president, a canvass of listeners determine why the sharp drop listening occurred revealed that s owners just got tired of radio ten porarily and sought diversion els where.

After the seventh day, rad listenership went back to norma as did movie attendance.

BMI VS. ASCAP

Stress BMI, Arnold Urges

WIP Philadelphia's program director, after an intensive study, furnishes some suggestions designed to move the industry's BMI to a position of superiority in its field. Mr. Arnold draws a bead on station apathy and inattention to the health and growth of its own child. He casts a critical eye at "romancing" practices between some disc jockeys and publishers. In short, broadcasters are implored to accept the valuable returns on their investments which they now refuse.

By MURRAY ARNOLD
PROGRAM DIRECTOR
WIP PHILADELPHIA

THE STORY of the magnificent success of BMI, related in the November 15 issue of BROADCASTING, proved once again the tremendous force unleashed when broadcasters act in unison for their common defense—their common good.

However, it seems to me that now is a good time to take a close look at the BMI-ASCAP picture from a somewhat different angle—that of the *hit song*. Ergo . . .

When I left this magnificent country of ours back in 1942 to save the world for democracy, ham and eggs and corn flakes, BMI was well on its way to bringing to radio eternal freedom from the spectre of ASCAP, from those unwarranted, unjust demands.

Twenty-four dead Nazis and three years later, I returned to my radio desk, raring to sink my teeth into the post-war world. But a perusal of one week's issues of our trade papers and magazines made me shudder. In the Hit Sections, almost *every First Ten tune was ASCAP!*

What had happened to BMI?

Had it done its job poorly? Had it failed us in this vital department?

The next day, I skipped over to the big city for conferences with some of the BMI execs.—Tompkins, Kaye, Harlow, and the rest of the gang. And here's what I came home with.

Job Well Done

BMI had done an excellent job. And its plans called for a better and more extensive servicing to stations on the part of our BMI. The main fault lay with the BMI stations themselves. They were using the BMI product merely to supplement the ASCAP supply! Instead of helping build their own BMI into ASCAP's class, these wireless factories were paying for BMI, but not making full use of it. And therein lay the crux of the entire situation!

We skip by several years.

In the November 13, 1948, issue of *Billboard:* Its "Honor Roll of Hits" shows *every one of the ten top hits to be ASCAP-published!* Its "Songs with the Greatest Radio Audiences" shows *28 ASCAP songs out of the first 30!* Its "Records Most Played by Disc Jockeys" shows *29 ASCAP songs out of top 30!* Its "Best-Selling Popular Retail Records" shows *28 ASCAP numbers out of top 30!*

Brother Broadcasters, do we realize what we are doing—and to ourselves?

The BMI top echelon has been very aware of this situation. Prexy Carl Haverlin has been calling attention to this unwholesome condition for months at NAB regional meetings.

Why aren't there BMI songs in the top ten? Because we don't seem to care! Why aren't there BMI songs in the top ten? Because we're taking BMI for granted, and using it sparsely.

And we're passing by the best insurance we've ever owned. We pay the premiums, yet we seem to care nothing about collecting on the policies!

I maintain that we are the ones who make the songs all America sings and listens to. I maintain that we are making the songs of ASCAP the top tunes of the country, week in and week out. And come soon, we'll have to pay the piper for our foolishness.

Time to Prepare

But there's still time. Not much, to be sure, but still time enough to escape the ASCAP net. If we use that time carefully and intelligently, I believe we can save ourselves many thousands of dollars.

Obviously, the more successful BMI is, the less money it will cost you, the subscriber! The more hits BMI has, the more successful are BMI affiliate publishers.

BMI and its publishers do not have the power-packed financial set-up of ASCAP publishers. Consequently, when BMI publishers are unable to push a song across, not because of quality but because the song is not properly exploited, BMI has to pay for the failure. Little wonder, then, that BMI is not consistently in a position to make monthly rebates!

And now, with the added competition of television and other media, and with rising costs in almost every phase of station operation, it is imperative that management look for every saving possible.

Let's look at it in this light.

Certainly no one can deny the fact that we have more than an ample supply through BMI. I defy anyone in radio to tell me that the following BMI tunes are not top-drawer quality.

You Belong to My Heart	Poincianna
For Heaven's Sake	Green Eyes
Cool Water	My Shawl
Rendezvous With a Rose	The Things I Love
Teresa	You Are My Sunshine
Cuanto La Gusta	Amor
Nobody But You	Besame Mucho
I Want to Cry	Brazil
Lonesome	Yours
Hair of Gold	Jungle Drums
One Has My Name	Amapola
Misirlou	My Promise to You
Flying Home	Babalu
I Wonder Who's Kissing Her Now	Air Mail Special
Peanut Vendor	Tico Tico
Blue Champagne	920 Special
	Changes

I maintain that just because we see the name of BMI next to the tune, we feel at once that the tune isn't up to ASCAP quality, to which I say hooey. I hold no special brief for BMI, except that we ourselves *own* it, and we're not getting full value for our dollar.

It seems to me the answer is simple.

For the next three months, let each station start programming 70% ASCAP and 30% BMI in the popular field. For the following six months, change the percentage to 60% ASCAP and 40% BMI. After that, 50% ASCAP and 50% BMI. By this means, the acceptance of the song hits America sings will veer over from ASCAP to BMI more equitably.

Don't forget one important angle. People can't like a song if they don't *hear* it. They won't be able to know all ASCAP songs, because we won't be playing them. They will get to know, like, ask for, and buy BMI songs. Again I say, BMI has the stuff for us, if only we'll start using our gray matter and putting the service, our service, to full use.

Disc Jockey Choice

Along these same lines, it seems to me that record jockeys have been given much too wide latitude in the selection of the numbers programmed on their shows. In many instances, it is known that music publishers force their tunes on these shows by means so well known to you all that any mention of them in this article would be unnecessary. With the decline of remote orchestras, the "romancing" that goes on these days between publishers, etc. and the jockey fraternity is beyond belief. Cases have come to attention wherein station operators are not only aware of the practice, but actually sanction it! With songs riding the crest of the hit parade rolls on the backs of such "blood money," whom have we to blame for the current situation but ourselves?

Also, since the jockey-song polls are heavily colored, the actual value of them on a country-wide basis is open to question. Yet we

(Continued on page 58)

FCC BUDGET

May Be Cut Below Present Level

THE BUDGET BUREAU has cut FCC's estimate of its budget needs for the next fiscal year below the level of appropriations on which the Commission is operating currently, it was reliably reported last week.

If the decision stands and Congress approves or cuts the figure further, the Commission will face a choice of streamlining its activities, reducing or eliminating some, or continuing the present scope at a reduced pace.

The figure which the Bureau has decided to recommend for inclusion in the President's 1949-50 proposals to Congress was understood to be in the neighborhood of $6.2 million, as compared to this year's actual appropriation of $6.35 million.

The Bureau's figure was understood to be approximately $1.5 million less than FCC had asked for.

Slashes Along the Line

Last year the Commission initially asked for $7.72 million. The Bureau slashed this to $6.58, which was subsequently reduced by Congress to $6.35 million.

The Commission may appeal to the Budget Bureau for reconsideration or accept the cut and seek a supplemental appropriation later.

Since it was believed to have kept its initial request down to what is considered "the bone," it is expected to decide on one of these two courses unless some improvement in the appropriations outlook develops otherwise.

The Commission devoted extensive private sessions to the budget problem last week, presumably to decide what course to take.

By law, agencies must support the President's budget request when they are called to discuss appropriations with the Congressional committees.

However, there is nothing to prevent a committeeman's asking agency witnesses how much they requested of the Budget Bureau, and then, if he wishes, seeking a Congressional appropriation nearer that sum. This question was put to FCC members when they appeared before an appropriations committee last year. But the final result was an appropriation less, not more, than the Budget Bureau and the President had asked.

The Bureau rarely experiences a change of mind on its estimates, particularly for the smaller agencies, it was understood, and the President is not inclined to intervene on the Bureau's figures except on major services such as the military.

The prospects of upward revision of the estimate for FCC meanwhile were dimmed by a recent public statement that the aggregate recommended appropriation for some 16 unidentified agencies would be less than their total current budget.

The President's budget recommendations will be sent to Congress when it convenes in January.

FARM PROGRESS

Miller Lauds NARFD

FARM broadcasting has attained the level of a profession and is acquiring recognition along with other broadcast operations, Judge Justin Miller, NAB president, said in an address prepared for the National Assn. of Radio Farm Directors.

The farm group meeting was scheduled Saturday and Sunday at the Stevens Hotel, Chicago, with Judge Miller slated as principal speaker at the Sunday night dinner.

Judge Miller recalled the ethical and professional strides made by broadcasters. He praised the work of farm directors, who keep an important productive section of the nation informed on their business problems.

Over 100 members of the association converged on Chicago Friday and Saturday. The meeting coincides with the International Livestock Exhibition.

An NARFD survey of programming used by 98 of its members was explained at the Sunday business session by Ed Lemmons, WKY Oklahoma City. Fifty preferred 6 to 7 a.m. as the best time for farm shows; 35 liked 12 to 1 p.m.; 4, before 6 a.m. and 2, 11 until noon, the canvass showed.

Market reports were classed as "very important" by 50% of the respondents; "valuable" by 24%; "indifferent," 2% and "unnecessary" by one person. Seventy-five percent said they quoted markets daily, with an average of four minutes each. Seventy-four percent use transcribed interviews, with 55% live studio and 33% remote.

Preferences Stated

Fifty-one considered entertainment as important as service, while 36 said only service was necessary. One in every six directors uses religious music. Musical preferences, in order, are western, religious, marches and popular.

Sixty-one percent of the directors do all on-the-air work themselves.

Homemaker programs were discussed by Mariam Foltz, WOSU Columbus, Ohio State U., chairman of the homemakers committee. After a recent study among members, she concluded: Farm shows are geared to both men and women; only four directors are aided in production by a woman, but a third have plans to hire one; in shows with a homemaking angle, 50% devote up to 25% of the air time to women, and 50% use from 25 to 50% of the time for women.

Her major recommendations were that homemaking information be aired on every general farm program, and that directors encourage the state Extension Service to provide adequate farm-home information.

Maynard Speece, formerly of KUOM St. Paul, U. of Minnesota, now of the U. S. Dept. of Agriculture, Washington, D. C., reported on extension relations.

His committee, after classifying members' opinion, discovered that one-third get state background and two-thirds want it; 25% get itineraries of state specialists and 75% would like it, and 40% receive transcription service, with 60% wanting it. Fifty percent of the RFD's feel that other stations in the same area give adequate farm service, Mr. Speece said.

Other committee reports were given by Layne Beaty, WBAP Fort Worth, advisory; Mal Hansen, WOW Omaha, membership; Bill Diamond, formerly of WHO Des Moines, awards; Gordon Loudon, WWL New Orleans, service; Paul Visser, assistant director of agriculture at NBC's Central Division, convention; Hal Totten, WGN Chicago, facilities; Dick Kathe, WGAR Cleveland, new RFD's; Phil Evans, KMBC Kansas City, business; Sam Schneider, KVOO Tulsa, guidance; Homer Martz, KDKA Pittsburgh, publicity, and Wallace Kadderly, KGW Portland, Ore., yearbook.

At the opening, Saturday, representatives of the three major wire services—AP, UP and INS—were rapped by the audience as Phil Alampi, WJZ New York, conducted a panel discussion on "Agricultural Service of the Press Associations."

C. R. Elder of Iowa State College and Tom Johnston of Purdue U. joined with Mr. Martz and John McDonald of WSM Nashville in giving constructive suggestions on coordination of directors and agricultural college activities in the RFD-Extension relations panel.

Bill Shomette, WOAI San Antonio, guiding a talk on "How RFD's Can Improve Farm Life," outlined soil conservation processes and means by which members provide the impetus to improve farm life.

Exchange Suggested

Profits to be gained by a radio station, both commercially and in a public service way, were discussed by C. W. Jackson, KCMO Kansas City, in "RFD-Station Manager Relations." He suggested a continuous exchange of ideas to better the entire service, and listed what 39 of the top station managers in the country think their farm directors should do in the way of programming.

At the same time these sessions were being conducted in the lower tower, Mr. Kathe and Mr. Kadderly exchanged information in dialogue fashion on "RFD's Lo... at Some Basic Issues," and th... answered questions.

After the Sunday luncheon, fo... panelists—D. Howard Doane, pre... ident of the Doane Agricultur... Service, St. Louis; Howard Hi... president of the Iowa Farm B... reau Federation; Charles B. Sh... man, president of the Illinois A... ricultural Assn., and Lloyd Bu... lingham, NBC-WLS Chicago far... commentator, discussed "What ... Farmers Want to Hear" und... the guidance of Bob Miller, WRF... Worthington, Ohio.

"The Farm Market, Its Si... How We Judge It, What We Wan... was the subject of a panel pa... ticipated in by Gerald L. Seama... radio executive of the Bert ... Gittins Advertising Agency, Mi... waukee; Armand S. Weill, pres... dent of the Weill Agency, Buffal... and H. T. Koenig of the Carbo... Chemical Co., Natural Bridg... N. Y., with Frank Cooley, WHA... Louisville, as chairman.

Speaking from the advertiser... viewpoint, they submitted what t... sponsor looks for, and how t... best job can be done to correla... work of farm directors, agenci... and sponsors.

The final report of the tw... day session, "RFD Television ... Action," cited as pioneers in far... telecasting WJZ-TV New Yor... WCAU-TV Philadelphia, WTA... TV Cleveland, WOW-TV Omah... WKY-TV Oklahoma City an... WWJ-TV Detroit.

WORL REVERSAL

Court Counters FCC Denial

REVERSING FCC's decision, the U. S. Court of Appeals for the District of Columbia ruled last Wednesday that the Commission acted arbitrarily, capriciously and without the support of "substantial" evidence when it denied WORL Boston's application for renewal of license [BROADCASTING, Oct. 20, 1947].

By a 2-to-1 vote the Court sent the case back to the Commission "to carry out the judgment of this Court." But it appeared certain the Commission would either ask the Supreme Court to review the decision or ask the Appeals Court itself to reconsider. Direct approach to the Supreme Court appeared the more likely course.

FCC had refused to renew the WORL license (950 kc, 1 kw, day) on grounds of concealment of ownership. In support the Commission cited the Supreme Court decision upholding its denial of renewal to WOKO Albany.

But the appellate court majority held that the principles of the WOKO decision are not applicable to the WORL case.

Not 'Willful' Deception

In the WORL proceeding, the majority said, no motive for concealment was shown and no evidence of "willful" deception was presented.

The majority opinion was written by Justice Bennett Champ Clark for himself and Justice Wilbur K. Miller.

Justice H. W. Edgerton, dissenting, said he found adequate support for FCC's finding that WORL owners had "willfully" filed false reports. Even if unwillful, the "falsehoods" would have supported FCC's finding that "the continued series of misrepresentations and concealments . . . demonstrates that the applicant does not possess the necessary character qualification of a licensee," Justice Edgerton declared.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys.

The Court considered it unnecessary to rule on WORL's claim that FCC violated the Communications Act and its own regulations when it dismissed, along with the license denial, a pending application for sale of the station to Laurence S. Bitner and Dominic J. Perri (Bitner Broadcasting Corp.) for $200,000.

By its own terms, however, the deadline for consummation of this contract has already passed. Meanwhile six applications for WORL's frequency have been heard by the Commission and appear headed for even longer delays while litigation continues. WORL is operating ... temporary license.

In its own decision, adopted ... a 5-to-1 vote, FCC contended th... Messrs. Lafount and Cohen a... quired 70% of WORL in 1937 b... failed to apply for FCC conse... and also "concealed from the Co... mission the fact that a transfer ... the majority of Class B votin... stock had taken place at that time... FCC also cited other instances ... alleged misrepresentation.

Acted in Good Faith

The Court majority, however, a... cepted the owners' arguments th... they acted in good faith. Justi... Clark quoted, as the "keynote" ... WORL's contention, the argume... of its attorneys that "We say we'... never sinned; erred, yes, but nev... sinned." The majority opinion co... tinued:

In view of the majority of this Co... the record amply supports appella... protestations of good faith. True, ... record is replete with evidence that ... pellant's agents were careless and ... accurate and, perhaps, lacking in go... judgment as to the reports required ... the Commission, but none of the ... characteristics in themselves imply b... faith and it is equally certain and ... record that none of these characte... istics were projected over to as... affected the management and condu... of appellant's business as a . . . l... censee.

In fact, appellant's outstanding pu... lic service record and its progressive ... increasing financial stability — bo...

(Continued on page 60)

In part of their extensive advertising drive for Kolynos, in which a large amount of its budget is devoted in radio channels, two Whitehall Pharmacal Co. officials, Lloyd Bernegger (l), vice president in charge of sales, and Harry Fetcher, assistant sales manager, introduce an exhibit at the National Wholesale Drug Assn. meeting in Chicago.

Whitehall Starting Drive for Kolynos

Firm to Use Radio and Video In Big Campaign

WHITEHALL Pharmacal Co., New York, completed plans for one of the biggest national advertising campaigns in the company's history. It will promote Kolynos Toothpaste, offering as a premium with each tube purchased the product's unique "Indian Kap."

Both radio and television will be used, with further details to be announced in January.

The cap is a small ball designed to replace the old fashioned screw cap on the paste tube. Brilliantly painted on its surface is an Indian head complete with headdress in one of six different colors. The toothpaste squeezes through a tiny aperture in the head. Dancer-Fitzgerald-Sample, New York, is the agency.

Auto Dealer Sponsors Musical Show on WTCN

MOTOR SALES CO., one of the Northwest's largest Lincoln and Mercury automobile dealers, last Monday started sponsorship of *Motor Caravan*, a half-hour news and music show, six times a week over WTCN Minneapolis.

The show, featuring such groups as the King Cole Trio, and the Chuckwagon Jamboree, is emceed by Bud Kaehling, WTCN announcer. Produced by Erwin, Wasey and Co., Minneapolis, the agency in charge, the show is presented at a different hour each night of the week in an effort to reach a larger and more varied audience.

PUBLIC GETS THIS 'CHANCE'

Siepmann's 'Listener's Bill of Rights'

Urges Group Action

IN A PAMPHLET *The Radio Listener's Bill of Rights*, dealing with the social aspects of radio, Charles A. Siepmann of New York U. outlines a plan whereby listeners can cooperate with the radio industry for better programming.

Pointing out that channels and wave-lengths basically are public property, Mr. Siepmann says it is the public's job as well as that of FCC, to promote the best community interest on the air.

Stressing radio's potentialities for influencing social thinking, Mr. Siepmann takes radio to task for devoting too small a portion of its scheduling to such issues as racial and religious intolerance, juvenile delinquency, world security, etc.

The listener can become an active participant in directing the future course of the industry by exercising selective listening, promoting wider interest in serious programs and by writing to stations in praise or in protest, he says.

Recommending group action in the formation of radio listeners councils, such as already are organized in Wisconsin, California and Ohio, he emphasizes the influence such groups can have on programming.

The Radio Listener's Bill of Rights is third in the "Freedom Pamphlet" series published by New York's Anti-Defamation League of B'nai B'rith.

Chairman of NYU's department of communications, Mr. Siepmann spent 12 years with BBC before coming to the United States. He is author of *Radio's Second Chance*, and a collaborator on FCC's *Blue Book*.

The pamphlets are being distributed to radio departments of every university and school in the country, to listeners councils where formed, and to radio stations mentioned in the book. Anti-Defamation League chairmen throughout the nation will place pamphlets in the hands of such key people as YMCA heads, church leaders, chairmen of the League for Women Voters. NAACP heads, and other key figures among clergy, foreign language groups, and veterans organizations. 7500 pamphlets in all will be distributed.

THE TV STORY

Landau Book Lauds Sales Pull

"TELEVISION is selling merchandise today, in practically every area where there are 1,000 receivers installed and even in some areas that can boast only 500 sets in operation," according to *The Television Story*, booklet written by Ely A. Landau of Moss Assoc., New York advertising agency.

"Most buyers of TV airtime are obtaining direct results from the medium," Mr. Landau writes. "The dollar volume for TV-inspired sales indicates that telecasting, even with today's limited circulation, can be compared with most other media on a cost-per-sale basis, although not all television advertisers are as yet on a direct result basis."

Mr. Landau backs up this statement with a number of case histories, including the now classic story of the Lionel toy train demonstration last year on a General Foods Corp. video program. NBC got 600 phone calls about the trains following the telecast and "over 265 direct sales of trains were traced to the demonstration," the booklet reports.

Another example of direct sales from television cited by Mr. Landau is the showing of Van Raalte gloves on the Friday night program of Gimbel's department store in Philadelphia.

The store planned a special promotion of these gloves to start on Monday, following newspaper ads on Sunday. Proofs of the Sunday ad were shown on the Friday night TV program which suggested that viewers drop into the store on Monday when the gloves were to go on sale.

"The next day, Saturday, Gimbels was obliged to sell 150 pairs of these gloves to impatient women who jumped the gun on the sale and came to the store requesting the gloves they had seen 'advertised on my television set,'" Mr. Landau states.

The booklet outlines the factors an advertiser should determine before embarking on video advertising as follows:

"The first step is to determine what he expects TV advertising to do for his organization. Does he want to force distribution—move the product—build prestige—build brand name acceptance—improve dealer-manufacturer relations—supplement printed media advertising—or carry the organization's primary advertising burden?

"He must determine, working with his advertising agency, the proper program, spot, market, and stations to be selected. He must hold conferences with his own organization so that his staff and personnel know the objectives of the TV campaign. Meetings with his sales staff should likewise be held to acquaint them with the campaign and the ways and means that they might utilize it to increase sales and further goodwill among their dealers. A publicity campaign should be planned in conjunction with video advertising.

"Tie-in advertising, point-of-sale material, dealer mailings, should all be planned, since this correlation of advertising activity with this new medium pays substantial dividends. Television is news—to the advertiser—to his sales division—to the dealer—to the consumer. It is news that will pay off in sales and prestige with proper handling and development.

"I believe that advertising is an investment to an organization just as much as machinery, raw materials, and the plants that house these and manufacture the products. I believe that it is an investment that insures the continued health of a business. Advertising not only sells the product—but builds the name of the parent organization as well. . . .

"Television advertising is a living thing; it requires program by program watching, nursing, and cultivating. It's a product that is being sold as well as one that is selling. Television advertising has to be worked *at* and *with* to return full dividends. Today there are enough television sets in use to make television advertising a profitable dollars and cents investment."

Flynn Says WPIX Is Not for Sale

WPIX (TV) New York, video station of the *New York News* is not for sale!

F. M. Flynn, president and general manager of the News Syndicate Co. and president of WPIX, on Wednesday described as "100% inaccurate published reports stating that WPIX is for sale."

Simultaneously, Louis G. Caldwell, Washington counsel for both WPIX and WGN Inc., owned by the *Chicago Tribune*, with which the *News* is affiliated, announced the election of executives of each organization to the other's board of directors. Mr. Flynn, Richard W. Clark, editor-in-chief of the *News*, and Robert L. Coe, general manager of WPIX, were elected to the board of WGN Inc., which includes its TV and FM operations. Chesser M. Campbell, vice president and business manager of the *Tribune* and Frank P. Schrieber, general manager of the WGN properties, were elected to the WPIX board.

"No offer has been made to buy WPIX and no one has offered the station or any part of it for sale," Mr. Flynn declared. "No one with authority has discussed the sale of the station with anyone.

"It is true that WPIX is losing money in a tough competitive market. We went into television recognizing the probability of financial losses for a period of time. Thus far, our losses have been greater than anticipated.

"When WPIX went on the air June 15th, the station had three sponsors. Each month more and more have joined the growing list. Today there are more than 60 sponsors represented on WPIX. Increasing revenue has reduced our operational losses.

"We don't claim to have found all the answers to television programming, but from our ratings, our mail pull, and inquiries, we know that we are making definite progress.

"We are syndicating some of our program material. Five stations are carrying our *Tele-Pix Newsreel* and 16 are carrying the Korda film series.

"We are determined to build a strong, local, independent station.

The *New York News*, of which WPIX is a wholly owned subsidiary, is in a healthy condition. WPIX, all things considered, probably has less to worry about than any other television station on the air.

"Anyone familiar with the *News* organization, its background, and its personnel, knows that we don't give up easily."

CHICAGO U. PROGRAM CALLED PROPAGANDA

"PURE PROPAGANDA," was the charge made against *U. of Chicago Round Table of the Air* (NBC) by the *Chicago Tribune* in a page one story Friday.

"An analysis of about half a hundred scripts of this broadcast over the last few years shows it is used mostly as a podium for the personal political ideas of Robert M. Hutchins, chancellor of the university, and those in sympathy with him," said the *Tribune*. The article, written by Frank Hughes, who, according to sources close to the *Tribune* editorial department, is writing an anti-One World series, stated that, with few exceptions, none of the *Round Table* scripts featured speakers "whose political ideas differ basically."

Mr. Hughes pointed out that the program is financed by the Alfred P. Aloan Foundation, "philanthropic foundation exempt from federal, state and local taxes." Ordinarily, up to 70% of the income of the foundation, "endowed by a General Motors fortune," would go to the government.

SMILES result from KRON-FM San Francisco's sale of a big block of time to Philco Corp. Philco, in conjunction with Thompson & Holmes Ltd., local distributor, on behalf of San Francisco-Oakland area Philco dealers, will sponsor KRON-FM programs 5-10 p.m., Monday through Friday. Seated, l to r: Robert E. Crane, secretary, Thompson and Holmes; Norman Louvau, KRON-FM sales manager; Cliff S. Bettinger, western sales manager, Philco. Standing, l to r: Tom W. Kirby, Northern Pacific division manager, Philco; N. J. Etienne, sales manager, T and H; Al Constant, KRON-FM program director.

NBC BLOCK

Exodus Still Undecided

EVERYBODY was willing to concede last week that NBC's top Sunday evening line-up of Jack Benny, Phil Harris and Edgar Bergen would move to CBS early next year. Everybody, that is, except the principals in the deal. They were saying nothing.

NBC salesmen reportedly were offering the early Sunday evening time now occupied by these three programs to other advertisers willing to sponsor "top comedy programs" in the 7-8:30 p.m. periods. But as of Friday NBC was denying that it had received any cancellation orders for the present programs.

Riggio, Duffy Confer

What was holding things up was not known, but Vincent Riggio, president of American Tobacco Co., whose sponsorship contract with Mr. Benny still has five years to run, had met daily with Ben Duffy, head of BBDO, agency handling the Lucky Strike account, and other top BBDO executives. What they talked about in their sessions they would not talk about outside, but it was obvious that projected shift of the Benny program from NBC to CBS was causing his sponsor some concern.

Most likely cause of that concern was the recent demand of Sen. Styles Bridges (R—N. H.) for a full explanation of the methods by which movie and radio stars are selling themselves as "businesses" for tax reduction purposes [BROADCASTING, Nov. 15]. Sales such as that of Amos 'n' Andy to CBS for $2,000,000 are subject only to capital gains taxes of 25%, an appreciable reduction from the 77% taxes on personal incomes in the upper brackets.

Congressional Threat

Threats of a Congressional investigation of all such deals might also be the explanation of NBC's withdrawal from entering into a bidding match for Mr. Benny's continued services in opposition to the offers of CBS. Rumor has it that the empty-handed return of Niles Trammell, NBC president, from a Hollywood conference with Mr. Benny was due not to any lack of persuasiveness on Mr. Trammell's part but to orders from RCA counsel not to involve NBC or its parent company in any contract which might invite Congressional attention.

However, that is all supposition. It may well be that Mr. Riggio's delay in approving his star's change of networks is to seek improvements in his company's own contract with Mr. Benny or for other pertinent reasons. The fact is that the conferences of Mr. Riggio and his aides with BBDO executives were continuing with no news bulletins being issued on progress.

Plug Pays Off

KCKN Kansas City tells this story of how one of its sustaining programs became a sponsored show. Wayne Stitt, KCKN disc m.c., named his afternoon sustainer *Coffee Time* and suggested that a cup of coffee would enhance listeners' enjoyment of the show. One of the coffee-drinking listeners was Miner H. Paddock, a Kansas City sales executive. When Mr. Paddock became vice president and treasurer of Golden Wedding Coffee Co. recently, he arranged for his firm to sponsor *Coffee Time* for six months.

L&M Again Signs For Giant Baseball

LIGGETT & MEYERS Tobacco Co., New York, (Chesterfield cigarettes) through Newell-Emmett Co., New York, will sponsor the television presentation of the home baseball games of the New York Giants during the 1949 season on WPIX(TV) New York.

The Giant games this past season sponsored by Chesterfield were on WNBC-TV but the switch to WPIX was made because of the NBC network policy to develop program structure for the network instead of local interest games. On WPIX there will be approximately 60 day games and 14 night contests. The announcer will be named later.

Chesterfields has also signed a renewal contract for the Giants radio schedule on WMCA New York for next year. Russ Hodges will replace Frank Frisch as the announcer for the radio coverage next season.

Allen Brown Leaves Post at NAB Jan. 1

Resignation Prompted By Wish For Station Work

J. ALLEN BROWN, NAB assistant director of broadcast advertising, last week submitted his resignation, effective Jan. 1. He said he desires to return to station management. Mr. Brown joined NAB three years ago as assistant director under Frank E. Pellegrin, at that time broadcast advertising director.

Before joining NAB Mr. Brown had spent 13 years in station management, sales, program, promotion and overall operation at both network affiliates and independents. He was associated with Frank King, president, and Glenn Marshall Jr., secretary-treasurer of Florida Broadcasting Co., operating WMBR Jacksonville and former operator of WFOY St. Augustine.

His first radio venture was producer-announcer at WJBY Gadsden, Ala. He moved to sales and in 1938 became sales manager of WHMA Anniston, Ala., then a new station. In 1939 he opened KXOX Sweetwater, Tex., returning to WHMA as general manager.

At NAB Mr. Brown served as a sales and management consultant for the industry, handling problems affecting all types of stations. Among his recent projects was the "Radio Advertising for Public and Employee Relations." He is author of a series of publications designed to produce new sources of radio income, including "Ten Point Plan for Increasing Station Revenue," "Suggestions for Emphasizing Program Sales," "Problems of Service and Survival," "Facts on Radio Advertising," and "Who's Going to Staff the New Stations."

He conducted sales and station operation forums at NAB conventions, district meetings and state association conventions as well as speaking before business and advertising clubs. For three years he has lectured at American U., Washington, on radio sales and station management, and has conducted summer radio sales and management clinics at the U. of Denver. He has worked on a number of industry, sales and management projects with the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

Just a Taste of TV

BILL MARTINO Radio Service, Buffalo television and radio dealer, sponsored a one-time showing of the Telenews-INS daily newsreel on WBEN-TV Buffalo, on a test basis. The next day he sold three $700 TV sets as a direct result. Immediately Mr. Martino signed for continued sponsorship of the newsreel, with a contract running until February.

Plenty of Attention

This little squirrel is really getting undivided attention from the pussycat. That's the kind of attention that radio advertisers like to get for their radio programs.

And that's the kind of attention they do get in Baltimore from W·I·T·H. Through smart programming, W·I·T·H has built up a huge audience of loyal listeners.

And you can buy this audience economically too! W·I·T·H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you want high attention for your sales story in Baltimore, if you want low-cost sales, get W·I·T·H on your schedule fast. Call in your Headley-Reed man and get the full story.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

A SMALL THING TO LOOK FOR...
A BIG THING TO FIND*

All radio stations have listeners but what those listeners do in their reaction to advertising is what counts.

That's why WHHM is repeat choice, time after time, when the Memphis Market is under discussion. For those merry cash register jingles proclaim that WHHM listeners act when a product or service is WHHM advertised.

Look for the BIG station when it comes to Memphis market results—for WHHM is the one that . . .

DELIVERS MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Music, News & Sports 24 hours a day

Memphis, Tennessee

Patt McDonald, General Manager · FORJOE & CO., Representatives

Member
Association of
Independent
Metropolitan Stations

*Hart-Schaffner-Marx Clothes

NAB Book to Have Electronics Report

'Engineering Handbook' Revised; Out in Spring

PROGRESS in the electronic arts will be rounded up for guidance of broadcast engineers in a revised edition of the *NAB Engineering Handbook* to be published early next year.

Work on the handbook is progressing rapidly under direction of Royal V. Howard and Neal McNaughten, NAB director and assistant director of engineering, respectively.

First revision in three years, the handbook will replace an edition now out of print. It will be assembled in an expansible post binder, permitting additions from time to time in line with compilation of new material.

The handbook will contain some of the basic material of past issues, but these chapters will be brought up to date.

Divided Into Sections

The handbook will be broken down into sections covering standard broadcasting, FM and television. New articles will deal with such topics as directional antennas, FM and television. New charts will also be included. An article is being prepared covering basic factors of very high-frequency antenna design.

Industry engineers are submitting articles on various aspects of broadcast operation, with other articles originating within the NAB staff.

The practical data covering basic broadcast engineering will be supplemented by a bibliography. Contents will be topically thumb-indexed for quick reference.

Progress of the handbook, along with examination of contents, will come before the NAB Engineering Executive Committee at a meeting to be held in January. Funds for the project have been authorized by the NAB board. It is expected that the book will soon pay for itself.

All NAB member stations are entitled to one copy, with additional copies available for purchase. Heavy foreign sale is anticipated, and NAB is considering the idea of publishing a Spanish version for use in Latin nations.

Advisory Unit Meets

QUESTIONS of overall major policy and the budget of the State Dept's Office of International Information were reviewed by the U. S. Advisory Commission on Information at its second monthly meeting in Washington last Monday. Policy discussion concerned all media, including radio, motion pictures and periodicals. Next session was scheduled for New York Dec. 6. Five-man commission is headed by Mark Ethridge, publisher, Louisville *Courier-Journal*, and includes NAB President Justin Miller [BROADCASTING, Oct. 18].

'VOICE' GOES ON

Firestone Show Celebrates 20th Anniversary

ONE of the oldest continuously sponsored programs on the air, and the first commercial program to be broadcast coast-to-coast, *The Voice of Firestone*, celebrates its 20th anniversary tonight (Nov. 29) on NBC, 8:30-9 p.m.

In addition to Howard Barlow, musical director of the program, the Metropolitan Opera soprano Eleanor Steber, and Christopher Lynch, tenor, anniversary celebrants will include Harvey S. Firestone Jr., chairman and chief executive officer of Firestone Tire & Rubber Co., Akron, and Niles Trammell, NBC president.

First heard Dec. 3, 1928, on a 37-station network and via shortwave overseas, the musical program has retained its original format, with but little change in its personnel. Hugh James has been announcer since 1939, while Edwin Dunham, NBC assistant production manager, has directed since 1937. There have been just four musical directors.

Firestone also pioneered in television, with the regularly scheduled *Firestone Televues*, which began Nov. 29, 1943. *The Voice of Firestone* was also among the first NBC commercial musicals to be telecast and broadcast simultaneously. Firestone now sponsors the *Americana* television show on NBC Mondays 8:30-9 p.m. Sweeney & James, Cleveland, is the Firestone agency.

Paramount Names Weed For KTLA and WBKB

WEED & CO. has been appointed national advertising representative for Paramount video stations WBKB Chicago and KTLA Los Angeles in all cities except New York and in each station's own trading area. In announcing the appointment George T. Shupert, director of commercial operations, television department, Paramount pictures, said that Paramount will continue its own sales office in New York and each station its own local sales staff, but that Weed & Co. will represent WBKB in Los Angeles and KTLA in Chicago.

Mr. Shupert

John Dickinson is eastern sales representative of the Paramount TV stations, assisted by Cris Rasbaum at New York headquarters. Melvin B. Wolens is sales manager of WBKB and Harry Y. Maynard of KTLA.

HOWARD G. SAWYER, vice president in charge of copy for James Thomas Chirurg Co., New York, has written a new book, *How to Advertise to Business Men*.

TO STRAIGHTEN THE RECORD...

Shortly after 11:00 A.M. on November 3, Governor Dewey conceded the 1948 presidential election to President Truman.

What prompted the Dewey concession at that precise moment?

Shortly before, a bulletin told Dewey of the Ohio swing to Truman. Then another told him the same about California.

Those bulletins were not the result of guessing, estimating, padding, or political claims. The information they contained was from The Associated Press.

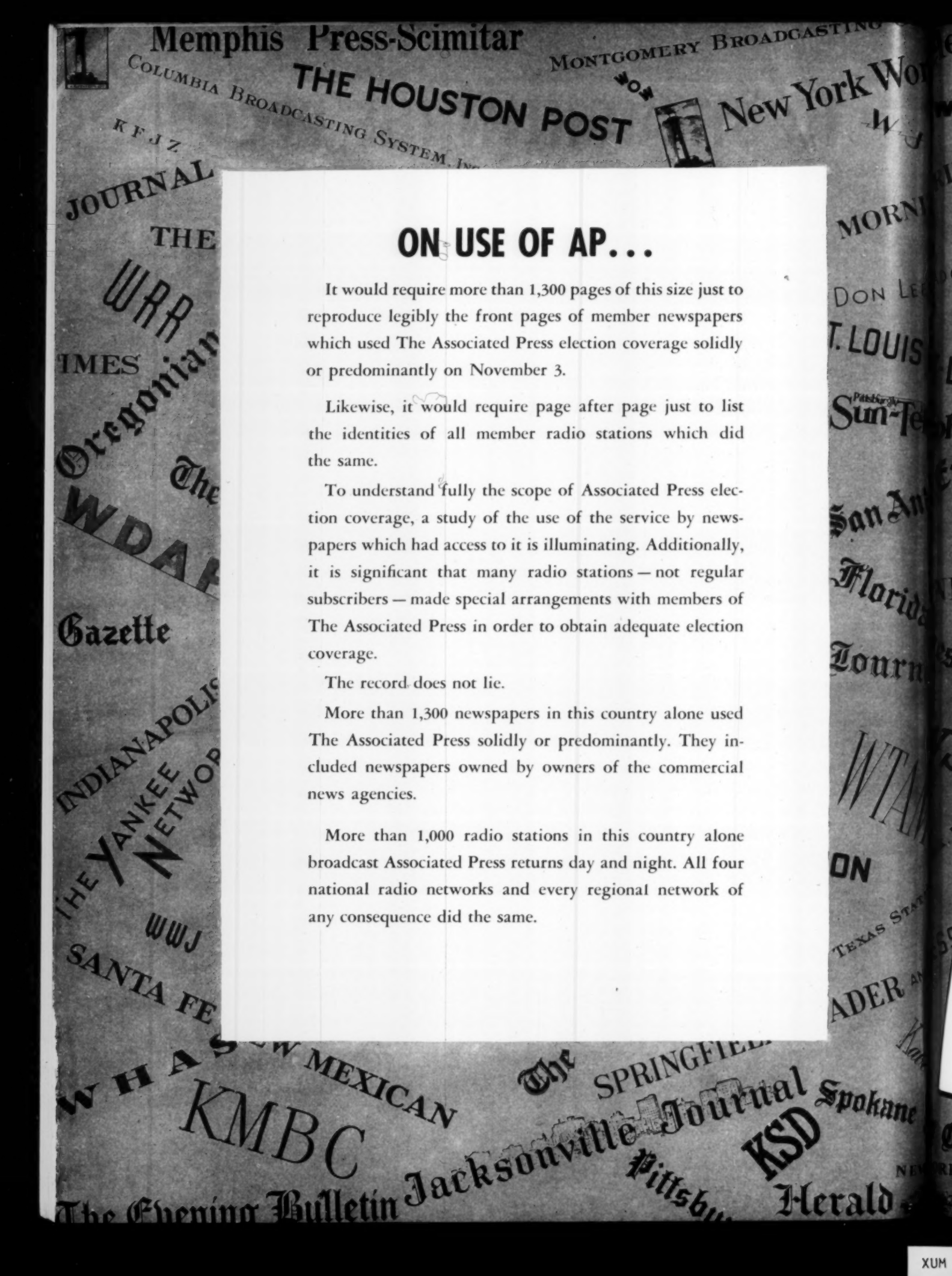
The great bulk of all accurate returns on November 2-3 stemmed from The Associated Press — which does the one and only complete job of gathering and tabulating the actual count in all elections.

Since before the turn of the century, only The Associated Press has done such a job. For example:

When virtually all others conceded the election to Hughes in 1916, The Associated Press alone continued to count. While "President-elect Hughes" slept *the third night after the polls had closed,* an Associated Press bulletin announced the re-election of Wilson. The complete count of votes from isolated counties in California was the decisive factor. Had Hughes carried the state he would have won the presidency. The election was conceded to Wilson by the Republicans "on the face of returns as compiled by The Associated Press."

No other news agency covered the 1948 election on such a scope as did The Associated Press.

THERE IS PROOF



ON USE OF AP...

It would require more than 1,300 pages of this size just to reproduce legibly the front pages of member newspapers which used The Associated Press election coverage solidly or predominantly on November 3.

Likewise, it would require page after page just to list the identities of all member radio stations which did the same.

To understand fully the scope of Associated Press election coverage, a study of the use of the service by newspapers which had access to it is illuminating. Additionally, it is significant that many radio stations — not regular subscribers — made special arrangements with members of The Associated Press in order to obtain adequate election coverage.

The record does not lie.

More than 1,300 newspapers in this country alone used The Associated Press solidly or predominantly. They included newspapers owned by owners of the commercial news agencies.

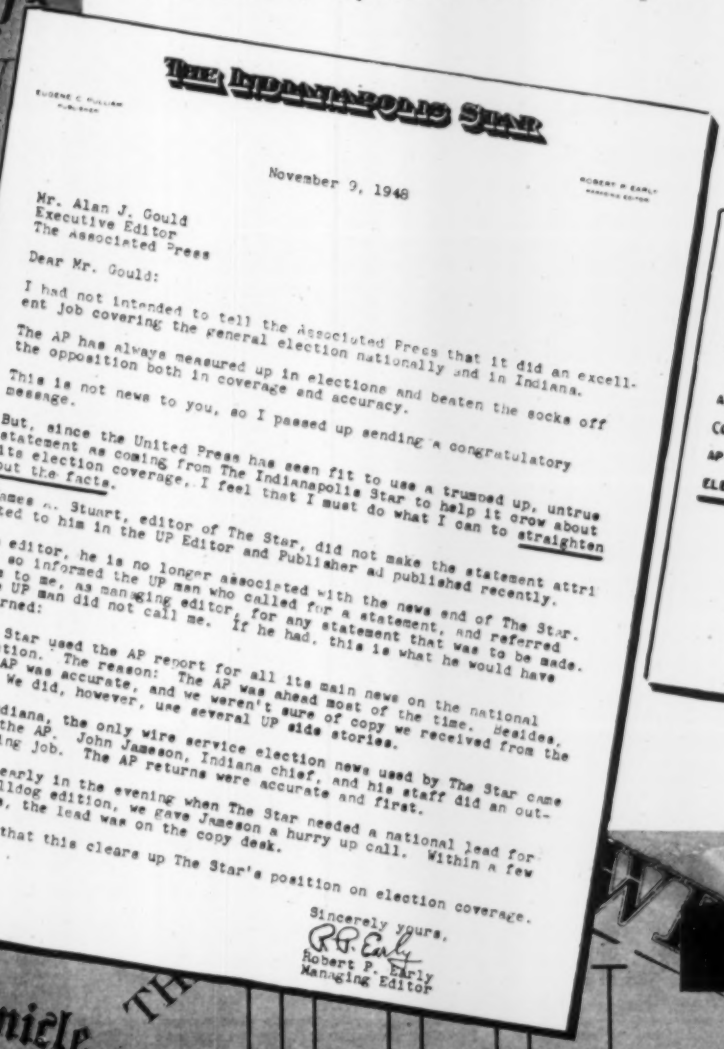
More than 1,000 radio stations in this country alone broadcast Associated Press returns day and night. All four national radio networks and every regional network of any consequence did the same.

ON TESTIMONIALS . . .

On November 3, The Associated Press concentrated on completing the count and telling the story for its members — not upon soliciting testimonials. Nevertheless, hundreds of spontaneous, unsolicited commendations were received.

Mostly, these commendations confined themselves to the outstanding coverage provided by The Associated Press. Other comments were to straighten the record.

Page after page of space would be required to carry the quotations of all who telegraphed, telephoned or wrote. Because of space limitations, only two comments are reproduced on this page:



THE INDIANAPOLIS STAR

November 9, 1948

Mr. Alan J. Gould
Executive Editor
The Associated Press

Dear Mr. Gould:

I had not intended to tell the Associated Press that it did an excellent job covering the general election nationally and in Indiana.

The AP has always measured up in elections and beaten the socks off the opposition both in coverage and accuracy.

This is not news to you, so I passed up sending a congratulatory message.

But, since the United Press has seen fit to use a trumped up, untrue statement as coming from The Indianapolis Star to help it crow about its election coverage, I feel that I must do what I can to straighten out the facts.

James M. Stuart, editor of The Star, did not make the statement attributed to him in the UP Editor and Publisher ad published recently.

As editor, he is no longer associated with the news end of The Star. He so informed the UP man who called for a statement, and referred him to me, as managing editor, for any statement that was to be made. The UP man did not call me. If he had, this is what he would have learned:

The Star used the AP report for all its main news on the national election. The reason: The AP was ahead most of the time. Besides, the AP was accurate, and we weren't sure of copy we received from the UP. We did, however, use several UP side stories.

In Indiana, the only wire service election news used by The Star came from the AP. John Jameson, Indiana chief, and his staff did an outstanding job. The AP returns were accurate and first.

Once, early in the evening when The Star needed a national lead for the Bulldog edition, we gave Jameson a hurry up call. Within a few minutes, the lead was on the copy desk.

I hope that this clears up The Star's position on election coverage.

Sincerely yours,
R.P. Early
Robert P. Early
Managing Editor

CLASS OF SERVICE

WESTERN UNION

SYMBOLS

43WPXX DFR PAID

WUX BUFFALO, N.Y., 237P NOV 3 1948

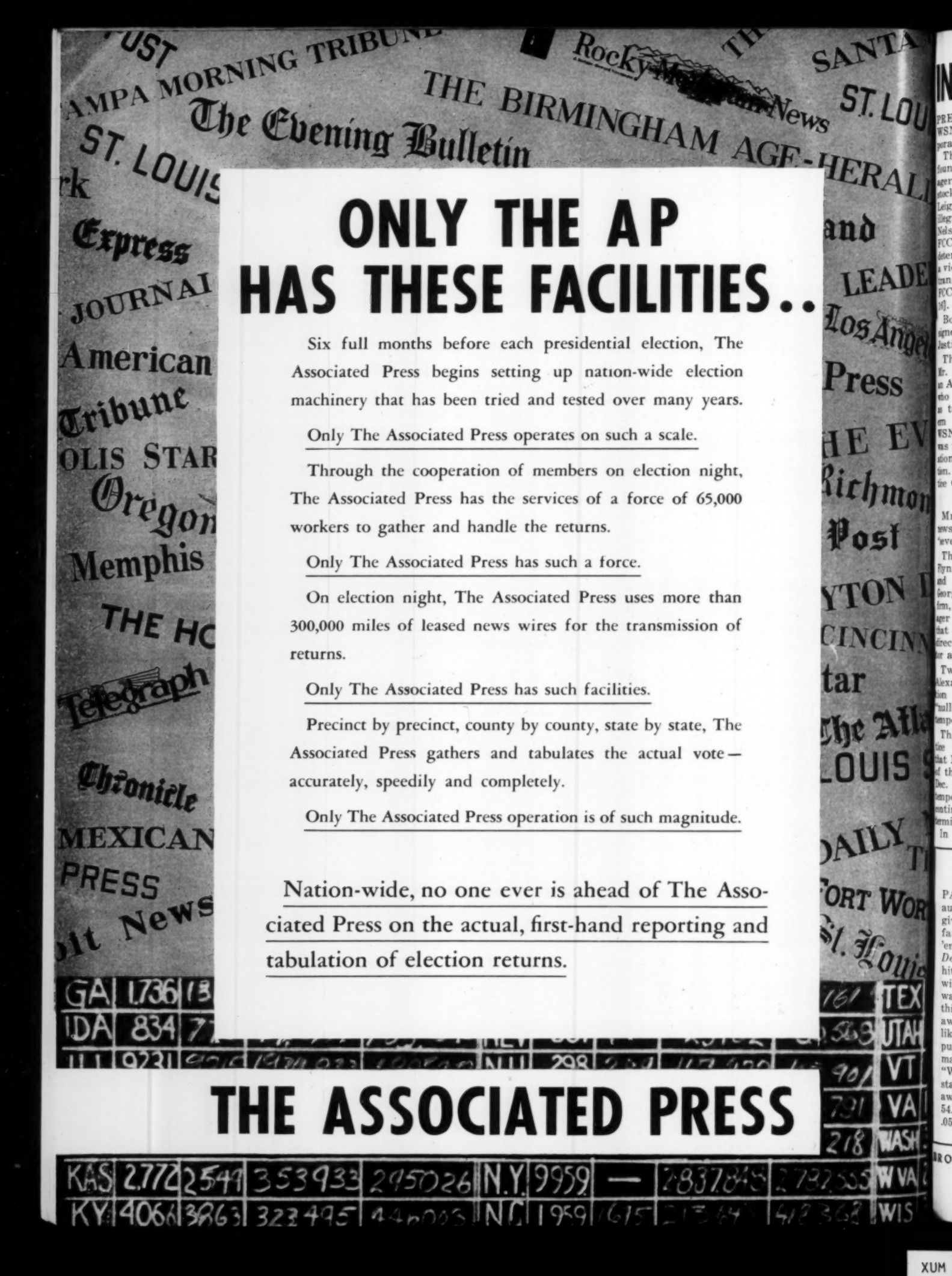
ALAN GOULD THE ASSOCIATED PRESS NYK

CONGRATULATIONS UPON AND THANKS FOR YOUR WONDERFUL ELECTION SERVICE. AP COVERED ITSELF WITH GLORY AND NEW LAURELS AS THE MAIN SOURCE OF ALL ELECTION RESULTS.

A.M. KIRCHHOFER, BUFFALO EVENING NEWS AND STATION WBEN

324PES

THE RECORD ALSO SHOWS



ONLY THE AP HAS THESE FACILITIES..

Six full months before each presidential election, The Associated Press begins setting up nation-wide election machinery that has been tried and tested over many years.

Only The Associated Press operates on such a scale.

Through the cooperation of members on election night, The Associated Press has the services of a force of 65,000 workers to gather and handle the returns.

Only The Associated Press has such a force.

On election night, The Associated Press uses more than 300,000 miles of leased news wires for the transmission of returns.

Only The Associated Press has such facilities.

Precinct by precinct, county by county, state by state, The Associated Press gathers and tabulates the actual vote—accurately, speedily and completely.

Only The Associated Press operation is of such magnitude.

Nation-wide, no one ever is ahead of The Associated Press on the actual, first-hand reporting and tabulation of election returns.

THE ASSOCIATED PRESS

IN OR OUT?

WSNY Management Changed

PRESIDENT Winslow P. Leighton reportedly was back in command of WSNY Schenectady last week, after one court order appointed a temporary receiver and another court order set the first one aside.

The orders stemmed from action brought by George R. Nelson, co-founder and former general manager of WSNY, and a group of stockholders charging that Mr. Leighton secured control through illegal stock transactions. Mr. Nelson also has pending before FCC a petition to investigate to determine whether there has been a violation of the law prohibiting transfers of control without prior FCC consent [BROADCASTING, Aug. 16].

Both of the court orders were signed by State Supreme Court Justices.

The first, issued on petition of Mr. Nelson, named Harold Salern, an Amsterdam (N. Y.) accountant, who has been WSNY accountant, as temporary receiver for Western Gateway Broadcasting Corp., WSNY licensee. Presumably he was to be in charge of station operations pending settlement of litigation. The order was signed by Justice Christopher Heffernan.

Employes Recalled

Mr. Salern was reported in a news release as having recalled "several" former employes.

The release said Edward F. Flynn, former program manager and previously associated with George R. Nelson Inc., advertising firm, had returned as general manager replacing Mr. Leighton, and that Bill Carpenter, former sports director, would be program director and assistant to Mr. Flynn.

Two days later Justice John Alexander signed an order, on petition of Mr. Leighton, declaring "null and void" the one naming a temporary receiver.

This did not, however, affect Justice Heffernan's order directing that Mr. Leighton and other officers of the company appear in court Dec. 10 "to show cause why the temporary receiver should not be continued in office pending the determination of this action."

In his order setting the first one aside, Justice Alexander said "it appears . . . that no notice of the application for such appointment of temporary receiver had been given to the Attorney General of the State of New York and/or to any officer or director of the defendant."

Those Discharged Would Return

Mr. Leighton said the temporary two-day management of Messrs. Flynn and Carpenter would be replaced "immediately" by himself and Robert Wallace, program director. He said any employes who had been discharged would return.

The second order was signed the day after Mr. Leighton's return from a business trip. "I learned of the action of George R. Nelson, William Avery and others when I was out of town on business," Mr. Leighton was quoted. "No papers in the action were or have been served on me and therefore the order was a complete surprise."

The group joining Mr. Nelson in the action against Mr. Leighton, Western Gateway and others reportedly consisted of Mr. Avery and Alice Pach, of Schenectady; Joseph Field, Hollywood; James T. Healey, Albany; Benjamin L. Dubb, Green Island, and Bradley Kincaid, Nashville, Tenn.

In his petition to FCC, Mr. Nelson charged that Mr. Leighton, who founded the station with him in 1942, gained control without his knowledge while Mr. Nelson was on vacation in February 1948.

They're Agin 'Em

PACIFIC Northwest radio audiences feel strongly about giveaway shows and, by a fair margin, they're agin 'em. Carroll Foster's show, *Dear KIRO*, on KIRO Seattle hit the jackpot last week with the query: "We in radio want to know what YOU think about radio's big giveaway shows . . . Do you like them?" The query is pulling in three times as many writers as usual. "Where the people stand" stacks up thus: For giveaways, 45.5%; against 54.45%; undecided, a slim .05%

Standard & Poor's Says Ad Prospects Are Good

"THE RETURN of buyers' markets in an increasing number of lines suggests that industry will place greater reliance on advertising. Expenditures for this purpose, therefore, are expected to continue in an uptrend, but gains doubtless will be far less marked than in the past two years." This analysis of the advertising situation is presented in the Nov. 19 Standard & Poor's Industry Surveys covering printing and publishing.

Radio time sales are reported to have held up fairly well so far this year, although the nine-month report for CBS shows a 7% drop in net revenues. This drop is attributed partially to the "lower sales of the record subsidiary." The large sums spent in television "have adversely affected profit margins" and "for this reason, profits of the large radio networks are likely to remain restricted."

NOW!— TELEVISION FOR THE RICH LOUISVILLE TRADING AREA!

WAVE-TV went on the air November 24, with finest equipment, with a 570-foot tower in downtown Louisville, and with a television staff whose combined experience *in television* totals 41 years. Channel 5.

We are now telecasting seventeen hours per week, including eight hours of play-by-play sports, and more than two hours of commercial network.

WAVE-TV is affiliated with both NBC and ABC Television Networks — is represented by Free & Peters, Inc.

WAVE-TV

LOUISVILLE, KENTUCKY

CHANNEL 5

NBC . ABC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

A Double Barrelled Announcement!

From

WSAP — WSAP-FM

One! **NOW**

100,000 Watts

for

WSAP-FM

Virginia's Most Powerful FM Voice!

AVAILABLE AT *No Extra Cost*
WHEN YOU BUY AT WSAP's
LOW RATES
For Virginia's No. 1 Market!

Two! *We are proud to announce the appointment of a new National Representative, effective immediately:*

BURKE, KUIPERS and MAHONEY, Inc.
New York, Chicago, San Francisco, Los Angeles, Oklahoma City, Dallas, Atlanta

Ask Any BK&M Man for the FACTS — *The WSAP Facts* — About
NORFOLK — PORTSMOUTH — NEWPORT NEWS

WSAP	WSAP-FM
1490 Kc	99.7 Mc
250 Watts	100,000 Watts

MUTUAL NETWORK

B. WALTER HUFFINGTON
GENERAL MANAGER

JACK NORFLEET
COMMERCIAL MGR.

Management

RALPH D. HERBERT, for past two years program director of KILO Grand Forks, N. D., has been appointed general manager of that station. He replaces **ELMER HANSON,** resigned.

JULES HERBUVEAUX, television chief at NBC's Central Division, has been elected president of the Merchants' and Manufacturers' Club of Chicago for a one-year term.

R. W. BEHLING has been appointed manager of WDLB Marshfield, Wis.

FRANK J. SOSOLIK, chief engineer at WTAW College Station, Tex., since 1943, has been appointed manager.

THOMAS CARR, general manager of WGLS Decatur, Ga., and director of Georgia Assn. of Local Stations [BROADCASTING, Nov. 22], and Dorothea Rockwell were married Oct. 26.

ANTHONY J. STERNLING has been appointed manager of KWNW Wenatchee, Wash., replacing **MEL GAUMER,** resigned.

LEE BISHOP has been appointed manager of KORE Eugene, Ore. He replaces **L. W. TROMMLITZ,** resigned.

JOHN H. MacDONALD, NBC administrative vice president, addressed Akron and Detroit chapters of The National Assn. of Cost Accountants on Nov. 17 and 18, on subject, "Relation of Accounting to Managerial Policies."

JOHN W. TINNEA, assistant station director of KWK St. Louis, is the father of a boy, Jerry.

CHARLES G. BURKE, general manager of KFGO Fargo, N. D., has been appointed director of 1949-1950 Fargo Community Chest campaign. He served as chairman of drive this year.

WOV, IDE FIGHTING PREJUDICE TOGETHER

PROBLEMS of prejudice and discrimination, as they affect the Italian-American community, are being tackled by a joint venture of WOV New York and the Institute for Democratic Education.

The Man Next Door, a series of 13 15-minute dramatizations dealing with group stereotyping, discrimination in education, employment and other fields, has been scripted by Alfredo Segre of the CBS shortwave staff, winner of Ellery Queen 1947 Short Story Contest. The initial presentation was heard Thanksgiving Day at 6:15 p.m., titled *Turkey and Spaghetti.*

The Man Next Door was conceived by Harold Franklin of the Institute for Democratic Education and Arnold Hartley, WOV program director, cooperating with Dr. Joseph Lichten, foreign language department director of the Anti-Defamation League. A number of the scripts have been translated into English for subsequent use by English-language stations. Transcriptions of the 13 programs will be offered to 57 foreign language stations across the country without charge. It will also be offered to Italian language departments of schools as an educational aid.

RALPH EDWARDS, m.c. of *Truth or Consequences* on NBC, has been voted the Doctor of Comedy Degree by the Gagwriters Institute in New York.

7 FM CG Holders Are Granted CPs

CONSTRUCTION permits were issued by FCC last week for three Class A and four Class B FM stations which heretofore have held conditional grants. CPs in lieu of previous conditions were given to 11 existing FM outlets.

DePauw U., Greencastle, Ind., received permit for new low power noncommercial educational FM station on Channel 201 (88.1 mc). Power of 10 w is included. Estimated cost of construction is $1,975.

Permits in lieu of conditional grants were awarded the following:

KPFA Pacifica Foundation, Berkeley, Calif.—Class A. Channel 261 (100.1 mc) effective radiated power 1 kw, antenna height above average terrain 50 ft.

WRUF-FM U. of Florida, Gainesville, Fla.—Class B. Channel 281 (104.1 mc) 12 kw, antenna 350 ft.

Pensacola Broadcasting Co., Pensacola, Fla.—Class B. Channel 255 (98 mc), 5.4 kw, antenna 260 ft.

KSCM-FM "The Donze Co." St. Genevieve, Mo.—Class B. Channel 2[illegible] (105.7 mc), 2.9 kw, antenna 250 ft. conditions.

WHIA Harry D. Fernari, Mineola, N. Y.—Class A. Channel 288 (105.5 mc) 640 w, antenna 125 ft.

WDAS-FM WDAS Broadcasting Station Inc., Philadelphia—Class B. Channel 243 (96.5 mc), 20 kw, antenna 500 ft.

KGLE Anson B. Brundage, Grand Prairie, Tex.—Class A. Channel 2[illegible] (103.1 mc), 380 w, antenna 160 ft.

CPs in lieu of previous conditions were awarded the following:

WMGY-FM Montgomery, Ala.—To change ERP from 6 kw to 5.2 kw, antenna height from 415 ft. to 410 ft. and make changes in antenna.

KCRA-FM Sacramento, Calif.—To change ERP from 38 kw to 11 kw; antenna from 360 ft. to 380 ft.

WMBR-FM Jacksonville, Fla.—To change ERP from 47 kw to 63 kw; antenna from 230 ft. to 500 ft.; change studio location and make changes in antenna.

WTPS-FM New Orleans—To change ERP from 270 kw to 55 kw; change type of transmitter and changes in antenna.

WXNJ Greenbrook Twp., N. J.—To change ERP from 630 w to 1 kw; antenna heigh from 310 ft. to 20 ft.

WOR-FM New York—To change ERP from 15 kw to 3.4 kw; antenna height from 560 ft. to 950 ft.

KMUS-FM Muskogee, Okla.—To change ERP from 6.5 kw to 8.7 kw, antenna height from 320 ft. to 270 ft. change transmitter site.

WFLN Philadelphia—To change antenna height to 490 ft., change type of transmitter and make changes in antenna.

WIZZ Wilkes-Barre, Pa.—To change ERP from 2.5 kw to 3.1 kw; antenna from 1065 to 975 ft.

WRR-FM Dallas, Tex.—To change ERP from 59 kw, to 68 kw; antenna height from 510 ft. to 500 ft.

WHIS-FM Bluefield, W. Va.—To change antenna height from 1072 ft. to 1160 ft., change transmitter site and make changes in antenna.

Ontario Rebates

ONTARIO STATIONS, hit by power cuts, are slowly working out methods for rebates and making goods to advertisers who lose part of their audience when power is cut. CKCO Ottawa has worked out a policy of rebroadcasting all commercial and spot announcements used during times when different parts of the city are minus power. CAB also is urging stations to carry short announcements to bring home to listeners the need for cutting down the use of electric power in homes.

To help you sell

the great Albany, Schenectady, Troy market

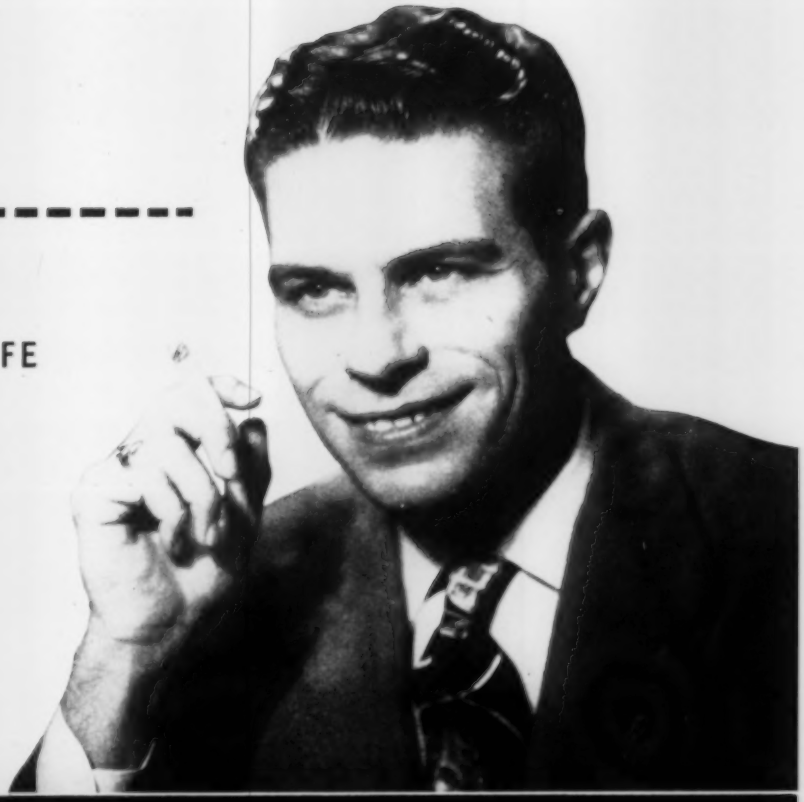
WPTR offers YOU

Radio's First Special Representatives

William G. Rambeau Co.

OFFICES IN

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

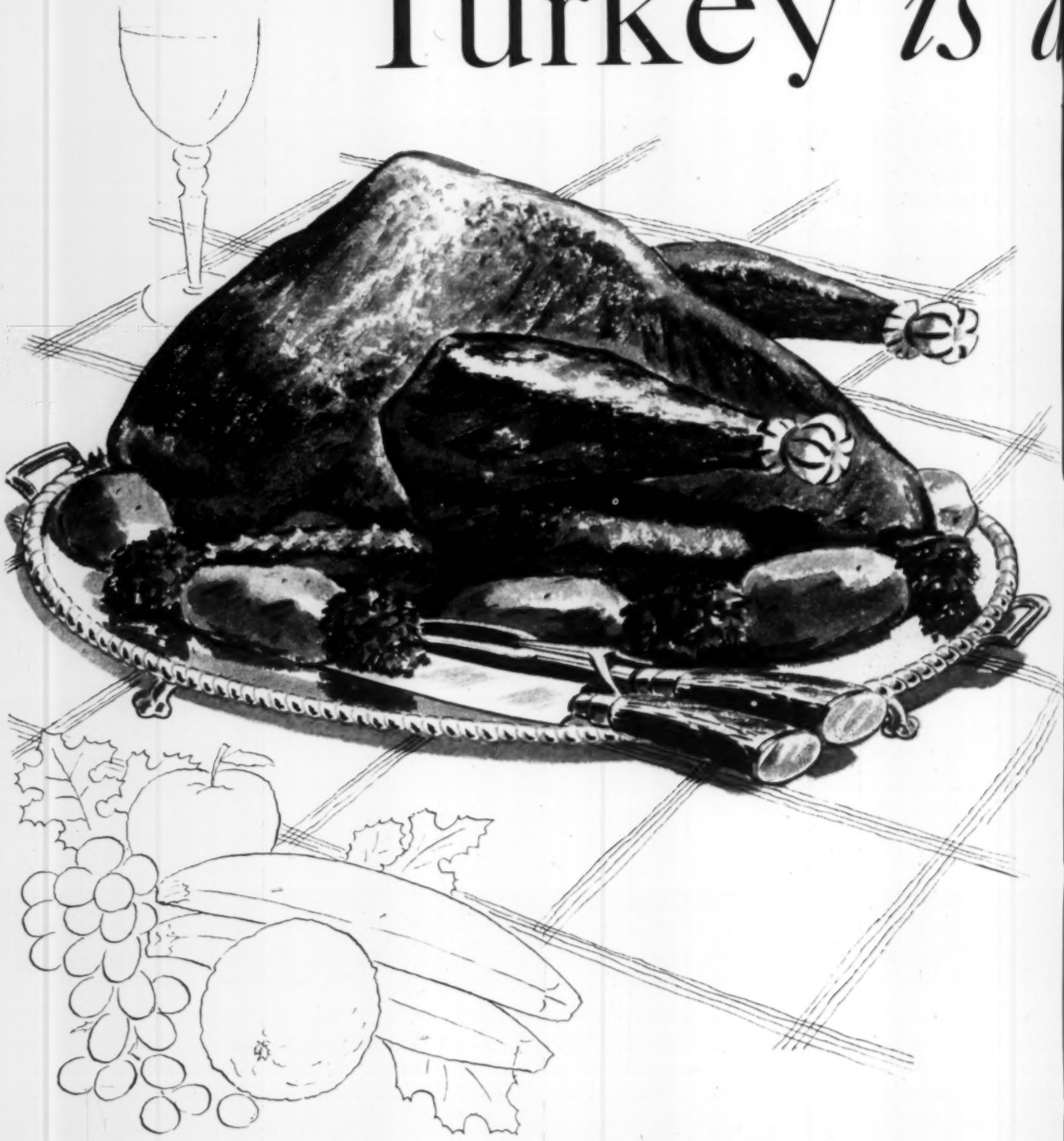


JOSEPH R. FIFE
Commercial Manager
WPTR

WPTR

PATROON BROADCASTING COMPANY • HOTEL TEN EYCK • ALBANY, N. Y.

Turkey *is a*



state of mind

Say "turkey" to anyone but an American and he thinks of a country bordered by the Mediterranean. Say "turkey" to any American and he thinks of roast fowl, potatoes, and all the trimmings.

That's because roast turkey is an American symbol of Thanksgiving Day, of happy family gatherings on this holiday. Hence, the turkey is a sort of American institution.

Seven more American institutions, in a regional sense, are the seven Fort Industry Stations listed below. In the areas they serve, these stations have built up a record of public service that has made them community traditions. To advertisers this means prestige behind their products, attentive and responsive listeners to their sales messages.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

NAB-TV?

A TRADE ASSOCIATION is like a sovereign state. It lives by the will and the tribute of its constituents. In return, the members expect leadership, good government and guidance.

The NAB is radio's trade association. It was founded when there was AM only. It has continued preponderantly as an AM operation. Even within AM it has found itself hamstrung, because it cannot take a position against classes in that sphere of mass electronic communication. The clear channel case is an example.

Radio's horizons have expanded to embrace FM and TV. Freedom of radio covers the freedom of all of the radio arts. Freedom of expression embraces all mass media. The NAB can and has plumped for them. But because the membership, and the board of directors reflecting the view of that constituency, are basically AM-minded, the NAB has not ventured into these newer vistas to any important extent.

AM broadcasters who are on the TV fence, others who are lukewarm or less on FM, understandably look askance upon diversion of their dues' dollars for "competitive" media. The NAB executive command is bound by the mandates of its board.

There is discussion of full-scale fusion of NAB with the Television Broadcasters Assn. and the FM Assn. Each of the latter has served and is serving a purpose. But both must be regarded as short-range. They are not overall trade associations. They are comprised of licensees and of manufacturers—mutually interested in exploiting development of their respective fields and in getting widest possible set distribution to build circulation.

The NAB board, at its meeting a fortnight ago, wisely authorized appointment of a five-man board committee to "study" structural changes. Sooner or later, this means a reorganization, functionally and possibly physically.

Should the NAB become the umbrella over a federation of associations in radio, with each unit, like AM and TV and FM and perhaps facsimile, paying its own way? That would be like the local chambers of commerce, which function autonomously, but which united, make up the United States chamber.

Or should there be separate divisions under the NAB aegis, with each member contributing to those divisions from which he requires or desires service? In such a structure, each unit would have its own division head, who presumably would report to the overall NAB board.

The radio arts are dynamic. TV cannot be wished away. FM represents too great an investment to die on the vine, though it may be several—maybe many—years before it finds its level. AM has reached the pinnacle of its expansion. From now on it means harder-selling, tighter operation, more prudent management.

The point to remember is that all of these mass radio media—and they are radio—live by sufferance of a government license. The freedom of AM is the same freedom that TV and FM must have. Facsimile puts the newspapers in the same licensing boat. The movies get into it via TV too.

The NAB, reorganized, revamped or revitalized, is the haven for all. The first step, and the one that will make crystal clear the scope and area of its functions, is to change its name to:

National Assn. of Broadcasters & Telecasters.

IRAC Wracked Radio

IF CURRENT intra-government reports are true (and we've heard no denial since our publication of them last week) the Navy would have a chunk of the ultra high frequency spectrum earmarked for "upstairs" television for purposes which at this writing remain undisclosed.

And if any portion of that band is so diverted, television will be dealt a crippling blow. For TV's greatest problem today is the excruciating shortage of elbow room. That's why the FCC is moving as swiftly as its processes permit to open the UHF band for TV, and to correct the errors in the allocation standards that govern the so-called low band.

We've commented before on the incongruous situation that confronts private as against government users. Government allocations are handled, not through the FCC, but through the Interdepartment Radio Advisory Committee (IRAC), which recommends directly to the President. It has been an automatic, rubber-stamp operation.

It is variously estimated that government agencies have allocated to them roughly half of the available usuable spectrum. Facilities are assigned not only to the military, but also to the FBI, Agriculture and other agencies which use them for commercial traffic as against the common carriers. It also is contended that many of these facilities are used for stand-by purposes and experimental use.

In this age of explosive international relations, intermingled with atomic and guided missle warfare, radar, and plane-carrying submarines that travel with the speed of surface craft, it's difficult to question the spectrum demands of the military. But these allocations—or pre-emptions of scarce ether—are handled by technical or the lower-than-policy-level echelon.

The FCC sits on IRAC, but has only one member out of a dozen. There is no coordinate action. The Government takes what it wants and the private users—whether they're broadcasters, telecasters, in the safety services or common carriers—may get what's left.

The problem becomes more aggravated as new public uses develop. It seems to us the solution lies in the creation of the highest level policy board—made up of members of the Cabinet and the Chairman of the FCC—who would take into account public as against military and governmental demands, and recommend executive action.

Unless some such step is taken within the executive branch, it should be obvious that a communications-minded Congress will act.

P. I. Defy

SURELY no broadcaster would deliberately discourage the purchase of radio time by advertisers.

Or would he?

Unfortunately he sometimes would, and does, if he accepts per inquiry accounts. P. I. acceptance breeds more P. I. accounts. This chisel technique is used instead of buying time at card rates. Newspapers long ago learned their P. I. lesson, and learned it well. As a result few advertisers would dare approach any reputable newspaper with such a deal.

A graphic lesson in business ethics was taught last week when a design firm circularized stations with a post-election P. I. proposition. The promoter quickly agreed to drop the project when he found he had stepped into a hornet's nest. His defense was lack of familiarity with media practices, though he was astute enough to buy newspaper space at card rates.

P. I. advertisers can't exist unless stations do business with them. The answer: Sell time at card rates.

Our Respects To —

PHILLIPS CARLIN

PHILLIPS CARLIN, MBS vice president in charge of programs, came to work last Wednesday morning wearing his usual conservative suit, a new wrist watch, a new pen and pencil set, and the lingering traces of a blush.

Mr. Carlin, the night before, had been praised warmly and repeatedly by some of the most celebrated ancients in the radio business. The occasion was Mr. Carlin's 25th anniversary in broadcasting, and it was suitably observed by a small, but vigorous party at Louis Sherry's fashionable cafe in New York.

The celebrants were mostly men of vast experience dating back to the beginnings of broadcasting, and all had been associates of Mr. Carlin at some time in his long career. H. V. Kaltenborn, the principal speaker of the evening, presented Mr. Carlin with the pen and pencil set on behalf of the industry. Edgar Kobak, MBS president, spoke highly of Mr. Carlin's well-known abilities at program development and gave him the wrist watch on behalf of Mutual.

Ted Husing, a brash youth of 25 years radio experience, was master of ceremonies. Vincent Lopez, whose fingers are still unaccountably nimble despite their years of service, played piano renditions of nostalgic tunes. Mark Woods, ABC president, who was Mr. Carlin's boss a quarter century ago at WEAF New York, was on hand, as were Frank Stanton, CBS president, a newcomer to the trade; Paul Whiteman; John Royal, NBC vice president and another onetime boss of Mr. Carlin, and several others.

Mr. Carlin, overwhelmed by reminiscences and praise from his contemporaries, realized he had come a long way since he took a job as an announcer at WEAF on Nov. 23, 1923, to add to the income he was receiving in an export-import business. He kept both jobs for several months.

He had gotten into radio the hard way. It took WEAF three months after giving him his first interview to make up its mind that he was suitable for the job. The favorable but belated decision apparently was made on the basis of his earlier accomplishments as a boy orator.

Mr. Carlin, who was born in New York June 30, 1894, was a champion orator in P. S. 165, a debating medal winner at De Witt Clinton high school, and the winner of a $150 oration award at New York U., to which he had been given a scholarship on the strength of his voice

(Continued on page 46)

The Beauty of it is...

MT. RAINIER, "The Mountain That Was God" to the Indians, hovers like this over Seattle, seeming near, though it is 63 air miles away to the Southwest. It is photographed here from historic Queen Anne Hill.

BUYING TIME ON KJR, you have access to not only the 610,000 people in the immediate Seattle area, but the 1,178,303 radio listeners in rich Western Washington State.

KJR's 5000 watts at 950 kc. covers the important audience that any 50,000 watts would reach* — including the 43.3 per cent MORE people who have come to Western Washington since 1940.

"And the beauty of it is", comparison proves KJR gives you this valuable audience at an extremely low cost.

For more "beautiful" facts, talk with AVERY-KNODEL, Inc.

**Check your B. M. B.*

KJR

A Marshall Field Station ★ **5000 WATTS AT 950 k c.**

for Seattle and Western Washington
An Affiliate of the American Broadcasting Company.

POWER INCREASE

5 KW

NON-DIRECTIONAL ON 550 KC

KOY

550 kc PHOENIX

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

CBS

NATIONAL REPRESENTATIVES JOHN BLAIR AND COMPANY

Commercial

HUGH SHELLEY has been appointed commercial manager of KIDO Boise, Idaho. He has been with that station for past four years.

WILLIAM K. TREYNOR, account executive for WOL Washington, resigned Nov. 26, to become director of sales service and research for WOIC (TV) Washington.

JOSEPH FIFE has been appointed commercial manager of WPTR Albany, N. Y. He was formerly with William Rambeau Co., Chicago, station representative.

Mr. Fife

DAVID N. SIMMONS has been transferred from San Francisco office of John Blair & Co., station representative, to New York. He replaces **WARD D. INGRIM,** now advertising director of Don Lee Broadcasting System, Los Angeles.

WCFM (FM) Washington, has appointed Continental Radio Sales, New York, as its Eastern representative. Walter Biddick Co., Los Angeles, represents station on West Coast.

DWIGHT WILLIAM WHITING, formerly with KAGH Pasadena, Calif., has joined KTTV (TV) Hollywood as account executive.

Mrs. MATTIE I. PADGETT has joined WIRC Hickory, N. C., as traffic supervisor.

JIM BROWN, member of WBBM Chicago sales staff for three years, joins WBKB Chicago as an account executive.

WIAC San Juan, P. R., has appointed Melchor Guzman Co., New York, as its United States and Canadian representative.

WILLIAM C. MEYERS, sales service manager of WGN Chicago, has resigned to join *Tide* magazine as midwest advertising representative.

WLAN Lancaster, Pa., has announced appointment of Headley-Reed Co., New York, as its representative.

'TODDLER TEMPEST'

WJW Cares for Kids, Airs 'Baby Sitters' Show

RADIO has gone into the baby-sitting business—at least at WJW Cleveland, where every Saturday morning, from 9 to 10, the station conducts a variety show, *Baby Sitter*, for youngsters ages four to nine.

Mothers who wish to shop downtown may bring their youngsters into WJW's "playground—Studio 1," leave them under supervision of a registered nurse and girl scouts, and go about their shopping without a worry.

They are received by Bruce McDonald and Walter Kay, who put on a program consisting of music (kiddie records), stories and spot-interviews on arrivals during the show.

WJW has furnished its studio-playroom with slides, sandboxes and toys to keep the small-fry occupied. To prevent mixups, children are given numbers on registration, which are tagged onto their clothes and chairs. A maximum of 50 are accepted each week. Milk, graham crackers and toys are provided by Cleveland firms. Each child may take home one toy when leaving the studio.

Respects

(Continued from page 44)

in high school.

Upon graduation from NYU, he got a job as salesman for a silk company, an association which was ended by the first World War. Mr. Carlin volunteered for the Navy, served 17 months as the communications officer aboard a supply ship in the Atlantic.

After the war, from which he emerged as a lieutenant (jg), he was hired by a French commission which had come to the U. S. to buy cows.

He looks back upon that period as unnerving.

As translator for a team composed of a French farmer and a French veterinarian, neither of whom spoke English, he was the buffer between Gallic caution and American impulsiveness.

It became Mr. Carlin's onorous task one night to translate for his French charges an exceedingly idiomatic warning from the farmers of a certain South Carolina community that they were considering riding the trio out of town on a rail. Mr. Carlin resigned and entered the export-import business.

If nothing else, Mr. Carlin had perfected his French during his service as an intermediary in cattle buying, and had thus polished one of four foreign languages which he had learned in school. It was his knowledge of French, Spanish, German and Italian, as well as his scholastic record as an orator, he believes, which landed him his first job at WEAF (now WNBC).

Part of the test for prospective announcers was the pronunciation of the names of foreign composers and the titles of foriegn music. Mr. Carlin swept through that without missing a syllable.

Associated With McNamee

At WEAF he became a partner of the late, famed Graham McNamee in sports announcing. Among the outstanding sports events which this duo worked was the Dempsey-Tunney "long count" fight, World Series, and many football games. Mr. McNamee broadcast play-by-play and Mr. Carlin did color.

He became manager of WEAF three years after joining the station, and then assistant eastern program director of NBC when that network was organized in 1926.

At NBC he was successively eastern program director, manager of sustaining programs and assistant to the vice president in charge of programs. At the separation of the Blue Network from NBC, Mr. Carlin transferred to Blue as vice president in charge of programs, a job he held until he joined Mutual with a similar title in November 1944.

In his long service as a programming executive, Mr. Carlin looks back with satisfaction upon several program types which he is believed to have either originated or authorized to be put on the air and which spawned whole categories that flourish widely today. Among these are *Queen for a Day*, which he believes was the first of the big, regular giveaways, and *Breakfast at Sardi's*, which started a minor trend away from daytime serials.

Mr. Carlin, a graying, quiet-mannered man who looks years younger than his age, escapes the pressures of running a national network program department by energetic pursuit of a hobby in which it may truly be said that every knock is a boost—carpentry. The Carlin home in White Plains, N. Y., and his summer house at Guilford, Conn., are adorned with cabinets, shelves, closets and other wooden knick-knacks constructed by Mr. Carlin.

A Fisherman

His Connecticut home is convenient to both salt and fresh water, a happy geographical arrangement that suits his taste for fish—catching and eating.

Mr. Carlin has been married to the former Claire Wilhelm of New York since 1916. They have two daughters, Mrs. Virginia Spragins, who is married and living in Mississipi, and Patricia 19.

Patricia is giving her father many nervous moments. A sophomore at Sweetbriar College, she has lately demonstrated a compelling and apparently incurable desire to act, and has had leads in several school plays.

Her determination to become an actress is a blow to Mr. Carlin, who has repeatedly but without success counselled her in the happy rewards of other less turbulent careers. It is probably with some sadness that any parent observes a stagestruck child. In the case of a man who has made a career of radio programming, the sadness is infinite.

Mr. Carlin gloomily foresees the day when his daughter hits the old man for a job.

TOM KOCH, newswriter at WBBM Chicago, is author of *I'll Remember Indiana*, volume of poetry, which will be distributed to Illinois and Indiana book stores by Decker Press.

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station

In A **CAPITAL** City gets

You **CAPITAL** Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

ONE OF THE BRIGHTEST SHOWS IN RADIO

¼ Hour, Five Times Weekly
A Great Audience Builder –
Even Against Network Competition –
and No Wonder!

ANNOUNCER: From Sunset and Vine, Hollywood, the most important corner in America's entertainment capital, we bring you music and songs by Buddy Cole's Four of a Kind, the Dinning Sisters, and other top-flight vocalists and instrumental groups. Opening the show is --- Peggy Lee!

And you're off on another profitable fifteen minutes . . . profitable because this show has *proved* its ability to win sponsors and influence listeners. Yet this is but one of *many* hit shows that await you in Capitol's up-to-date, in-the-groove library of 3500 musical selections . . . all the finest ingredients for building Big-Time Shows with local appeal! Send for details today!

Capitol Transcriptions
Sunset and Vine, Dept. 1129
Hollywood 28, California

☐ Please send me your descriptive booklet.
☐ Include sample transcription.

Name _____

Station _____ Position _____

Street _____

City _____ State _____

ANOTHER STEP AHEAD

FOR

H Quenton Cox, KGW manag demonstrates soundproofed "sound lock" studio door to Arden X. Pangborn, The Oregonian business manager.

PORTLAND'S NEWEST AND FINES

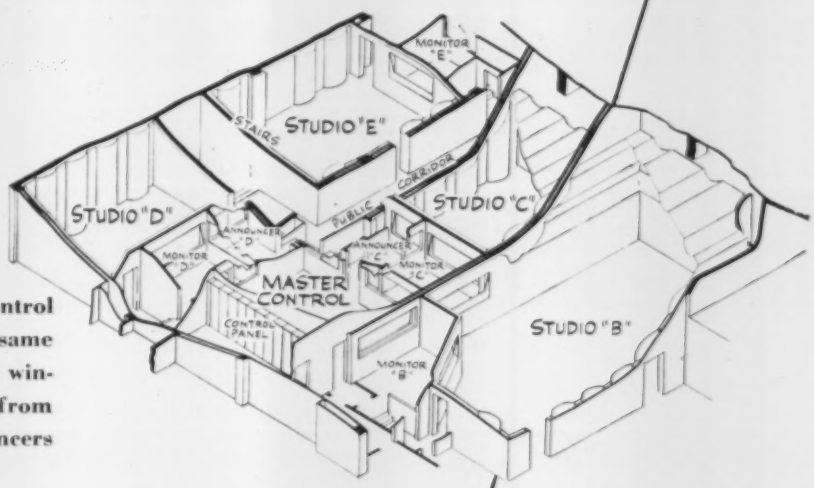
In their spacious fourth floor quarters in The Oregonian building, KGW's staff members work in soundproof, vibrationless, air-conditioned comfort. The studios of KGW and KGW-FM are architecturally perfect . . . efficiently designed, completely modern. Television facilities are here, also—

This illustration of Studio B shows clearly the echo-deadening semicircular splays on walls and ceiling. Visible in the background is a glass-enclosed monitor booth. Chief announcer Bob Thomlinson is at the microphone, program director Homer Wekh is at the piano.

KGW AND KGW-FM

26 YEARS OF PROGRESS

For more than a quarter of a century KGW has been regarded as one of the great stations of the nation. For 21 years KGW has been affiliated with NBC, and since the day in 1922 when KGW's first signal was heard, the station's entire policy has been "service in the public interest". KGW's entire history has been a series of "firsts"... first commercial station in the Northwest, first use of a teletype in Portland radio news broadcasting, first broadcast of a Portland symphony orchestra performance, first Portland network broadcast, first FM station in the Northwest... these are only a representative few of KGW's forward strides.



In the diagram at the right note how the Master Control room gives technicians a view of three studios at the same time through large, specially constructed, glareless windows. All announcer and monitor booths are visible from Master Control, so that at all times engineers, announcers and producers are in visual contact.

ROADCASTING STUDIOS

two stories high and large enough for half a dozen stage settings at one time. Five studios, two announcer booths, four monitor booths, master control, lounges, music library, news room, spacious offices... it's a dream of a place, fitting home for a radio station that's going places.

Represented Nationally by Edward Petry & Co.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
NBC AFFILIATE

Fulltime Campaign Is Mapped by DPA

PLANS for a campaign to secure fulltime rights on their daytime channels were mapped by representatives of some 35 stations from 23 states in a meeting conducted by the Daytime Petitioners Assn. in Washington last Monday.

The group authorized Leonard Marks of the Washington firm of Cohn & Marks, DPA counsel, to take part in the Dec. 7-9 preliminary conferences called by FCC to help formulate the U. S. position on changes in the new North American Regional Broadcasting Agreement.

He will press for revision of the "Gentlemen's Agreement" between the U. S. and Mexico which prohibits fulltime U. S. use of Mexican 1-A's, on which DPA members operate.

Mr. Marks also was authorized to recommend further courses of action which DPA may take in its campaign.

Howard B. Hayes, president of WPIK Alexandria, Va., and also of DPA, who called the special meeting [BROADCASTING, Nov. 8], was renamed president of the group. Other officers named: Lamar Newcomb of WFAX Falls Church, Va., secretary, and Joseph L. Brechner of WGAY Silver Spring, Md., treasurer.

The group also designated a board of directors from representatives of stations on each of the six Mexican 1-A frequencies involved: John Laux of WPIT Pittsburgh (730 kc); J. S. Booth of WCHA Chambersburg, Pa. (800 kc); S. A. Cisler of WKYW Louisville (900 kc); Mr. Brechner of WGAY (1050 kc); Mr. Newcomb of WFAX (1220 kc), and Milton Hammond of WLIO East Liverpool, Ohio (1570 kc). Mr. Marks was appointed legal counsel and Everett L. Dillard was named engineering consultant.

Officials said approximately 50 of the 106 U. S. daytime stations currently using the six Mexican 1-A frequencies have indicated they will support the DPA campaign, and that efforts will be made to get the backing of the others.

FCC GRANTS

KNOE to 5 kw on 1390 kc; 16 AMs Authorized

SWITCH from 250 w on 1230 kc to 5 kw on 1390 kc, directional night, was granted by FCC last week to KNOE Monroe, La., NBC affiliate. Licensee is James A. Noe, ex-Governor of Louisiana and also licensee of WNOE New Orleans.

The Commission also reaffirmed its previous grant to WCFL Chicago for modification of its permit authorizing 50 kw operation on 1000 kc with respect to the proposed directional antenna system. A subsequent order calling for hearing on possible adjacent-channel interference to WCAZ Carthage, Ill., was set aside. FCC specified that the unattenuated field of WCFL at one mile in the direction of Carthage may not exceed 1,125 mv/m.

Ownership details were reported by the Commission last week for the 16 new standard station grants authorized a fortnight ago [BROADCASTING, Nov. 22]. All were granted Nov. 19. These are as follows:

Ownership Details

East Point, Ga.—Southeastern Broadcasting System, 1260 kc, 1 kw, daytime; engineering conditions; estimated cost $23,603. Sole owner is John S. Rivers, owner of WMJM Cordele, Ga. Grantee also is licensee of WTRR Sanford, Fla.

Englewood, Col.—Colorado Broadcasting Co., 1380 kc, 1 kw, daytime; engineering conditions; estimated cost $19,500. Grantee is partnership: S. E. Bradford, freelance announcer, 30%; B. C. Cunningham, painting contractor, 40%, and R. L. Cunningham, radio engineer, 30%.

Fayette, Ala.—Bankhead Broadcasting Co. Inc., 990 kc, 1 kw, daytime; engineeering conditions; estimated cost $20,572. Grantee is licensee of WWWB Jasper, Ala., and is owned by W. W. Bankhead.

Kermit, Tex.—Kermit Broadcasting Co., 610 kc, 1 kw, daytime; engineering conditions; estimated cost $23,440. Sole owner of grantee is G. H. Cook, owner of Kermit Hotel.

Middlesboro, Ky.—Tri-State Broadcasting Co., 560 kc, 500 w, daytime; engineering conditions; estimated cost $15,771. Principals include: Elmer Dennis Smith, coal business, president and 35% owner; William C. Broadwater, general manager of Middlesboro Milling Co., vice president 10%; Tom Crutchfield, in coal business in Knoxville, treasurer 35%; T. H. Cabell, operator Cumberland Hotel and director of Commercial Bank of Middlesboro, secretary 10%, and F. A. Fox, coal mine manager, director 10%.

New Ulm, Minn.—Brown County Journal Inc., 860 kc, 1 kw, daytime; engineering conditions; estimated cost $38,350. Grantee is publisher of Daily Journal.

Paris, Tenn.—Paris Broadcasting Co., 1270 kc, 1 kw, daytime; engineering conditions; estimated cost $15,000. Principals in firm include: Elry Scruggs, retired physician, president and 42.6%; Mary Scruggs, 10.5%; John Reeves, insurance business, secretary-treasurer 7.1%. There are seven other stockholders.

Russellville, Ala.—Bankhead Broadcasting Co. Inc., 920 kc, 1 kw, daytime; engineering conditions; estimated cost $20,572. Same ownership as Fayette, Ala.

San Angelo, Tex.—Sanan Broadcasting Co., 1450 kc, 250 w, fulltime; engineering conditions and subject also to condition that operation shall not commence until KRBC Abilene switches to 1470 kc; estimated cost $20,000. Partnership is composed of Douglas Blair, account executive at KNUZ Houston; Walter Colvin, KNUZ announcer, and Carlton Wooddell, KNUZ chief engineer.

Sonora, Calif.—Mother Lode Broadcasting Co., 1450 kc, 250 w, fulltime; estimated cost $18,697. Grantee is owned solely by Miss Ianthe Dinsmore, who owns real estate and oil interests.

Sparta, Tenn.—Sparta Broadcasting Co., 1050 kc, 1 kw, daytime; engineering conditions; estimated cost $17,450. Following own 20% each in grantee: Malcolm C. Hill, attorney; J. K. Keisling, 50% owner Cumberland Mfg. Co., lumber firm; C. Ray Ward, insurance agent; Bailey Bockman, Mayor of Sparta, and Leon B. Tubb, 50% owner Cumberland Mfg. Co.

Springfield, Mass.—Springfield Broadcasting Co., 1600 kc, 5 kw, daytime, directional; estimated cost $34,765. Grantee is permittee of WSFL-FM Springfield.

Springfield, Mo.—Kikapoo Prairie Broadcasting Co. Inc., 1340 kc, 250 w, fulltime; engineering conditions; estimated cost $15,234. Principals: Floyd W. Jones, president of Mo-Ark Coast Lines Inc., Kansas City-Springfield bus line, president and 25% owner; Charles E. Seiferd, former announcer at KWTO Springfield and in radio since 1933, vice president 12.5%; John J. Spurlock, part owner Southern Distributing Co., wholesale liquors, treasurer 25%; Miles N. Walker, owner of auto glass firm and part owner La-Cantina Bar, secretary 25%; Lester Strauss, founder of Ozark Paper and Janitor Supply Co.

Stillwater, Minn.—St. Croix Broadcasting Co., 1220 kc, 250 w, daytime; engineering conditions; estimated cost $19,967. Principals: Alvin Tedesco, employe of KDHL Faribault, Minn., president; James V. Hobbins, Western Electric Co. quality control engineer, vice president; Nicholas Tedesco, clothing clerk, treasurer; Victor J. Tedesco, insurance business, secretary. Each holds 25%.

Taunton, Mass.—The Silver City Broadcasting Corp., 1570 kc, 1 kw, daytime; engineering conditions; estimated cost $21,250. Principals: J. Marshall McGregor, attorney, president and owner of 2 shares; Marguerite McGregor, attorney in practice with her husband, secretary and 2 shares; James M. Hammond, 14.5% owner WLIO East Liverpool, Ohio, and 37.5% owner WESA Charleroi, Pa., treasurer and 199 shares.

Tucson, Ariz.—Thomas J. Wallace, 1490 kc, 250 w, unlimited; engineering conditions; estimated cost $21,427. Mr. Wallace, at one time 10% owner of WOW Omaha, formerly was head of his own radio production firm in Chicago and New York and was once vice president of Russel M. Seeds Co., Chicago.

WHEN (TV) Tests

WHEN (TV) Syracuse, video outlet of Meredith-Syracuse Television Corp., has applied for permission to commence program tests Dec. 1, using interim equipment pending FCC approval of site and tower height. Station, which was to begin equipment tests Nov. 20, will operate on Channel 8 (180-186 mc) with 15 kw visual, 7.5 kw aural. WHEN transmitter has already been delivered, according to General Electric.

KAYL IS NEW 250 W AM OUTLET IN IOWA

KAYL Storm Lake, Iowa, took the air Nov. 14 as a licensed AM station of the Cornbelt Broadcasting Co. with 250 w on 990 kc. Station opener tied in with celebration of National Radio Week which began the same day.

KAYL's opening program was preview of what it will provide in the way of listening fare for its northwest Iowa audience. Incorporated also in the two-hour show, which started at 2 p.m., were dedicatory addresses by local, state and national civic and religious leaders.

Guests attending the premiere included Ben P. Sanders, manager, and Mason Dixon, program director, KICD Spencer, Iowa; Al Bell, program director, and Art Skinner, sales manager, KASI Ames.

KPDR (AM, FM) Control Transferred to Baptist

CONSENT was granted by FCC last week to transfer of control of KPDR and KPDR-FM Alexandria, La., from present majority stockholders to the Louisiana Baptist Convention. Sale price is $24,500.

Eugene Levy, 55% owner, transfers his interest to the religious group, while 12 other stockholders transfer 22.5% of their combined 45% holding. Application stated the transfer was requested in view of "failure of station to establish itself successfully in the community." Retaining minority interests are: Sidney B. Pearce, Paul A. Gilham Jr., Julius B. Nachman, Philip Scalfano, George S. Stanley, Abe A. Rubin, Junius H. Payne, William T. Morgan, George I. Maston, Isaac Wahladen, Carl L. Dunn and Luther M. Lewis. KPDR is assigned 1 kw day, 500 w night on 970 kc.

Report on Tape

(Continued from page 24)

may have to come to an independent track of sound on tape to go along with the sight picture. TV sound is transmitted by the FM system and it is only short of criminal that this type of sound is allowed to go out over TV stations.

Thus, use on TV plus the desire on the part of enough of the AM and FM station operators for extremely high-quality music are the factors which will determine the advent of a tape transcription library.

It is obvious that this is a report which has little in the way of a closing—as the advances being made are daily additions. We might say, however, that the first tapes recorded by us in Europe have been flown to us, and we are pleased with this channel which is adding to our present library of musicians from all parts of the world.

MEMO TO BETTY BRUNS, TED BATES:
According to Pulse Sept.-Oct. 1948, FOUR of WCKY's shows made the Saturday and Sunday TOP TEN. More local shows than any other Cincinnati station! WCKY's block programming pulls audience in Cincinnati.
50,000 WATTS OF SELLING POWER
L. B. Wilson
WCKY
CINCINNATI
ON THE AIR EVERYWHERE 24 HOURS A DAY

Among the guests at a Chamber of Commerce dinner celebrating the opening of WBIS Bristol were (l to r) Dr. Sachner, Roger E. Gay, president of Bristol Brass firm, Gov. Shannon, and Judge Beach.

* * *

WBIS Bristol Personnel Assignments Announced

PERSONNEL assignments of WBIS Bristol, Conn., have been announced by Dr. Benjamin Sachner, president of the Bristol Broadcasting Corp., licensee. WBIS is on 1440 kc daytime, with 500 w.

Directors of the licensee corporation are Dr. Sachner, David Cramer, an attorney, vice president; Judge Frederick W. Beach, treasurer; Francis V. Tracy, an attorney, secretary, and Donald Funk. Personnel includes Earle Clement, formerly of Fitchburg, Mass., station manager; Norbert O'Brien, formerly associated with Frank Gannett Publishing Co., sales manager; Fay Clark, formerly of WBRY Waterbury, Conn., public relations and director of women's activities; Joseph Michaels, program director, and Ed Stephens, chief engineer.

FCC OPERATOR RULES SLATED FOR CHANGES

FCC'S RULES governing commercial radio operators would be slightly modified to conform to the Atlantic City Convention provisions, the Commission indicated last week in reporting its notice of proposed rule making, outlining the proposed amendments.

The Commission also announced revision of portions of Part I of its rules, concerning organization of the FCC and delegation of authority, to reflect changes in nomenclature and procedures. The changes are designed to improve the internal administration of the Commission.

Concerning the operator rules, FCC said it proposed to amend Sections 13.61 and 13.62 of its rules for three purposes. The first would be to include in the scope of authority of the various classes of commercial radio operator licenses appropriate provision for stations using pulsed and frequency modulated types of emission. Such stations are not now included within Part 13 of FCC's rules.

The second would be to define more clearly the basic scope of authority by reference to types of transmission employed (television, facsimile, radiotelephone, radiotelegraph) in lieu of the present references to types of emission.

The third would be to expand the scope of operating authority under radiotelephone classes of licenses so as to include certain transmissions technically classified as telegraphy but which the license holder is considered qualified to handle. These types of transmission consist generally of telegraphy of any form except by any type of Morse code; telegraphy transmitted automatically for distress; identification or testing purposes by a station normally using some other type transmission; telegraphy transmitted automatically by relay station above 30 mc, and telegraphy transmitted as an incidental part of program intended to be received by the general public.

Comments or objections may be filed on or before Dec. 31, FCC said, and oral argument or hearing would be called if comments warrant.

FMA PAPER-STATION COMMITTEE SET UP

NEW FM Assn. committee to advise the association board on newspaper-FM station problems was formed last week by William E. Ware, KFMX Council Bluffs, Iowa, FMA president. The committee was authorized Sept. 29 by the FMA board. Mr. Ware also reappointed an FCC liaison committee.

Chairman of the newspaper committee is Josh L. Horne, *Rocky Mount* (N. C.) *Evening Telegram*, operating WCEC-FM. Other members are:

James A. Guthrie, KMBT San Bernardino, Calif., "Daily Sun" and "Evening Telegram"; Alicia Patterson, WBTC Bridgeport, Conn., "Newsday," Hempstead Town, N. Y.; Howard Lane, WFMF Chicago, "Chicago Sun-Times"; F. W. Woodward, KDTH-FM Dubuque, Ia., "Dubuque Telegram-Herald"; Ben Ludy, WIBW-FM Topeka, Capper Publications; Charles W. Nax, KWGD St. Louis "Globe-Democrat"; Hugh N. Boyd, WDHN New Brunswick, N. J., "New Brunswick Daily Home News"; W. A. Underhill, WKNP Corning, N. Y., "Corning Leader"; Charles D. Lutz, KYFM San Antonio, "Express"; Leonard H. Higgins, KTNT Tacoma, Wash., "Tacoma News Tribune"; and E. J. Hodel, WCFC Beckley, W. Va., Beckley Newspaper Corp.

Reappointed to the FCC liaison committee were C. M. Jansky Jr., Jansky & Bailey, chairman; Everett L. Dillard, WASH Washington; Leonard H. Marks, Cohn & Marks; J. N. (Bill) Bailey, FMA executive director.

Radio Continuity Study Report Issued by FTC

A TOTAL of 8,819 advertising statements out of 643,604 pieces of radio continuity were studied by the Federal Trade Commission during the fiscal year ended June 30, 1948.

That information came to light in a review of FTC's "policies and procedures" on drug, food and cosmetic advertising. The article, by FTC Chairman Robert E. Freer, was reprinted by the *Food Drug Cosmetic Law Quarterly*.

During the fiscal year, 11,119 advertisements in all were noted as containing representations that appeared to warrant inquiry as to fact, the report said.

RMA CONCLAVE

Preparedness Plans On N. Y. Agenda

MILITARY preparedness plans and means of improving TV and radio servicing head the list of topics to be considered by Radio Mfrs. Assn. at a Dec. 7-9 industry conference to be held at the Roosevelt Hotel, New York.

Projects based on TV and AM-FM receiver output, increasing rapidly, and the problem of meeting increasing government purchases for military preparedness will come before RMA's board of directors, which meets Dec. 9 with President Max F. Balcom, Sylvania Electric Products, presiding. Committees and divisions within RMA plan separate meetings.

Among TV problems is the encouragement of apartment house antenna systems. The RMA service committee will submit recommendations for improving of radio and TV servicing and will present plans for town-meeting projects in Atlanta, Los Angeles and Chicago.

On the agenda for consideration is the anticipated effect on the civilian population of military preparedness plans being developed by the Electronics Industry Advisory Committee of the Munitions Board and the National Security Resources Board.

Manson Chairman

Meeting Dec. 7 will be the advertising committee, under Chairman Stanley H. Manson, Stromberg-Carlson Co.; excise tax committee, under Joseph Gerl, Sonora Radio & Television Corp., and four sections of the RMA parts division, headed by A. D. Plamondon Jr., Indiana Steel Products Co., as chairman.

The set division's executive committee will meet Dec. 8 under Chairman G. M. Gardner, Wells-Gardner & Co.; the parts division will meet with Chairman Plamondon presiding, and the amplifier and sound equipment division will meet with Chairman Fred D. Wilson, Operadio Mfg. Co.

The RMA convention committee, headed by Leslie F. Muter, Muter Co., will discuss plans for RMA's 25th anniversary convention to be held in Chicago next May, coinciding with the annual Radio Parts Trade Show.

The three-day discussion will include the recent National Radio Week project in which RMA and NAB cooperate, and the Radio-in-Every-Room campaign. Other topics on the agenda include proposals to expand industry statistics and services as well as to conduct a membership campaign for parts and transmitter manufacturers.

FOREIGN TV MARKET TO BE GOAL OF RMA

EFFORT to build an eventual foreign outlet for U. S. TV equipment was set in motion last week by Radio Mfrs. Assn. James E. Burke, Stewart-Warner Corp., was named chairman of a new RMA Television Export Promotion Committee, authorized by the board of directors at a recent meeting.

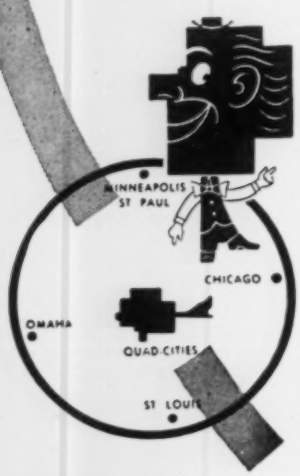
Major barrier to TV exports lies in difference of standards in European countries, mainly in number of lines in picture and power cycles. With European countries promoting their own standards and equipment in various parts of the world, RMA fears general adoption of non-American standards will interfere with future exports of TV transmitters, receivers and parts.

Others named to the committee by RMA President Max Balcom, Sylvania Electric Products Co., are: F. J. Bingley, WOR New York; Robert J. Flanagan, Motorola; Lewis Gordon, Sylvania; I. J. Kaar, General Electric Co.; Joseph Kattan, Emerson Radio & Phonograph Corp.; T. P. Leddy, Federal Telephone & Radio Corp.; Tye M. Lett Jr., Crosley Division; Stanley H. Manson, Stromberg-Carlson Co.; D. W. McIntosh, Philco Corp.; Clifford Slaybaugh, RCA Victor Division; Herbert Taylor, Allen B. DuMont Labs.

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"Took the FIRST chain program from the FIRST (NBC) Network in 1924."



WOC AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA

National Representatives
Free & Peters, Inc.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

REPORT WEEK OCT. 17-23

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	30.3	+2.5
2	7	Godfrey's Talent Scouts	25.6	+5.9
3	3	Fibber McGee & Molly	23.8	—0.7
4	17	Mystery Theater	21.6	+3.1
5	2	Bop Hope	21.6	—3.1
6	11	Jergens Journal	21.4	+3.2
7	14	Mr. Keen	20.2	+0.9
8	—	Mr. District Attorney	20.2	—
9	4	Duffy's Tavern	19.9	—2.2
10	—	Inner Sanctum	19.9	—
11	5	Phil Harris-Alice Faye Show	19.8	—2.1
12	8	My Friend Irma	19.7	+0.6
13	19	FBI in Peace and War	19.5	+1.9
14	6	Jack Benny	19.4	—0.6
15	15	Charlie McCarthy	19.2	+1.4
16	20	Mr. and Mrs. North	19.0	+1.6
17	18	Fred Allen	18.2	+1.2
18	9	Suspense	17.8	—1.4
19	38	Original Amateur Hour	17.8	+3.1
20	—	Amos 'n' Andy	17.6	—
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	15.1	+0.4
2	2	Edward R. Murrow	12.0	+1.0
3	3	Club "15" Bob Crosby	11.9	+1.3
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	10	Arthur Godfrey (Ligg. & Myers)	10.9	+0.6
2	12	Wendy Warren	10.7	+1.1
3	11	Big Sister	10.3	+1.1
4	9	Our Gal, Sunday	10.3	+0.6
5	1	When Girl Marries	10.2	—1.9
6	4	Right to Happiness	10.1	—0.9
7	3	Backstage Wife	10.0	—1.5
8	13	Ma Perkins (CBS)	9.9	+1.1
9	14	Romance of Helen Trent	9.5	+0.5
10	2	Young Widder Brown	9.4	—1.9
11	5	Stella Dallas	9.2	—1.7
12	6	Pepper Young's Family	9.2	—1.1
13	19	My True Story	9.2	+0.7
14	16	Aunt Jenny	9.1	+0.5
15	17	Rosemary	9.1	+0.5
DAY, SAT. OR SUN., 5-60 MIN.				
1	2	Armstrong Theater	13.0	+0.1
2	3	Quick as a Flash	12.9	+1.8
3	1	True Detective Mysteries	12.3	—0.3
4	7	Grand Central Station	11.6	+0.5
5	11	County Fair	11.6	+2.4

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	23.0	+3.1
2	7	Jergens Journal	19.3	+3.7
3	2	Fibber McGee & Molly	19.0	—1.9
4	13	Godfrey's Talent Scouts	18.5	+5.0
5	12	Mr. Keen	17.3	+1.6
6	24	Mystery Theater	16.8	+3.8
7	3	Bob Hope	16.5	—2.1
8	—	Mr. District Attorney	16.5	—
9	6	Jack Benny	15.7	—0.1
10	8	My Friend Irma	15.6	+1.2
11	4	Duffy's Tavern	15.4	—1.3
12	18	FBI in Peace and War	14.6	+1.7
13	5	Phil Harris-Alice Faye Show	14.5	—2.2
14	15	Fred Allen	14.4	+1.1
15	10	Crime Photographer	14.3	—0.7
16	20	Mr. and Mrs. North	14.1	+1.1
17	26	Stop the Music (4th Qtr.)	14.1	+1.8
18	21	This Is Your FBI	14.1	+0.7
19	14	Charlie McCarthy	13.8	—0.1
20	9	Suspense	13.8	—1.8
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	11.5	+0.2
2	5	Beulah	9.9	+1.3
3	3	Club "15" Bob Crosby	9.6	+1.0
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	11	Wendy Warren	9.2	+0.9
2	10	Big Sister	9.2	+1.1
3	9	Our Gal, Sunday	9.1	+0.8
4	1	When Girl Marries	9.0	—1.8
5	2	Backstage Wife	9.0	—1.3
6	12	Ma Perkins (CBS)	9.0	+1.0
7	13	Arthur Godfrey (Ligg. & Myers)	8.9	+0.5
8	5	Right to Happiness	8.6	—1.0
9	14	Romance of Helen Trent	8.4	+0.5
10	3	Young Widder Brown	8.3	—1.4
11	4	Stella Dallas	8.3	—1.3
12	6	Pepper Young's Family	8.2	—1.1
13	16	Aunt Jenny	8.1	+0.7
14	19	Guiding Light	7.9	+1.1
15	17	Rosemary	7.7	+0.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	4	Grand Central Station	9.7	+0.8
2	2	Armstrong Theater	9.5	—0.2
3	1	True Detective Mysteries	9.1	—0.9
4	15	County Fair	8.9	+2.6
5	8	Quick as a Flash	8.3	+1.5

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RCA Victor Establishes Employe Service Awards

RCA Victor Division, RCA, will present gold watches next month to 853 active and retired employes of the company, representing an aggregate of 21,000 years of service, Frank M. Folsom, RCA executive vice president, announced last week.

Mr. Folsom announced establishment of a service award program under which RCA Victor will award a gold watch and gold service pin to each employe completing 25 years with the company. Recipients for 1948 are present or former employes of seven of RCA Victor's ten plants and two separate companies—the RCA Service Co. Inc. and RCA Victor Distributing Corp.

Navy Electronics

QUALIFIED 18-year-old Navy enlistees are now being offered training instruction in electronics comparable to a one-year course in some of the best civilian electronics schools in their one-year enlistment period, the Navy reported today. The primary purpose of the program is to build up a reserve of electronics technicians and qualified electronics instructors.

FIRST ADDITION
'Favorite Story' Joins Library File

ONE of the first series of radio shows requested by the U. of Washington for its newly established transcription library is the Ronald Colman *Favorite Story*, produced by the Frederic W. Ziv Co. The series is heard locally on KIRO Seattle under sponsorship of the Binyon Optical Co.

The transcription library, under the supervision of Dr James Brown, will include materials for the use of students in radio, marketing, literature and other courses.

The *Favorite Story* platters, like other transcriptions in the library, will be available to Seattle's public schools, private schools and other community educational enterprises.

Simultaneously, it was announced that the show's third commercial on each broadcast will be devoted to public service projects, according to Binyon's and the advertising agency, Wallace MacKay Co.

ARTHUR FIEDLER and the Boston Pops Orchestra will join RCA Victor radio program Dec. 12 on NBC network.

OII STILL SEEKING 'VOICE' DESK HELP

VIRTUALLY all positions with the "Voice of America" have been filled or "are earmarked," with the exception of specialized desk jobs, according to Lloyd Lehrbas, director of the Office of International Information, parent organization of the International Broadcasting Division.

Mr. Lehrbas said OII is still recruiting for specialists conversant with selective foreign languages to fill desk vacancies in IBD's New York office, headquarters for "Voice" operation. Personnel has been added at a steady pace since last summer, he pointed out, in line with the stepped-up tempo of shortwave broadcasting. Applicants are continuously in process of being screened by FBI and the Civil Service Commission.

Positions filled other than language-specialty have been mostly concerned with "Voice" operations abroad, he added.

Panel on TV Problems Slated for ATS Forum

PROBLEMS of television today will be discussed by a panel of six experts Dec. 1 at the film forum of the American Television Society meeting at 8:15 p.m. in the auditorium of the Museum of Modern Art in New York.

Panel members will be Donald Hyndman, past president, Society of Motion Picture Engineers, chairman of the theatre television committee, speaking on large screen television; Winslow H. Case, senior vice president, Campbell-Ewald Co., on advertising; William S. Hedges, NBC vice president in charge of planning and development, on networks; Lee Cooley, television director, McCann-Erickson, on production; Jay Williams, television director, Film Equities Corp., on distribution; Lawrence Martin, management staff camera specialist, Eastman Kodak Co., on camera lenses. Emerson Yorke, ATS secretary and film committee chairman, will direct the forum.

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

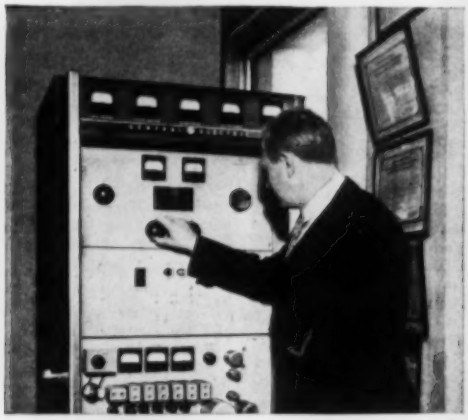
ONE BROADCASTER TELLS ANOTHER

"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!

ACCEPTANCE "Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter." M. H. Vroman, General Manager, KFXM-FM, San Bernardino, Calif.

COMPLETENESS In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development



PERFORMANCE "There's no chance for operating errors with the G-E Consolette because of its simplified planning, push-button system and arrangement of control." Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.

SERVICE "The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation." Ross A. Utter, Chief Engineer, WEFM, Chicago, Ill.

You can put your confidence in—

GENERAL ELECTRIC

160-G2P

FOR FAST SERVICE CALL G-E!

Broadcast equipment representatives are at G-E offices in all principal cities.

ATLANTA 3, GA.
187 Spring Street, N. W.—Walnut 9767

BOSTON 1, MASS.
140 Federal Street—Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart—Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street—Parkway 3431

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square—Superior 6822

DALLAS 2, TEXAS
1801 N. Lamar Street—LD 224

DENVER 2, COLO.
650 17th Street—Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street—Victor 9745

LOS ANGELES 14, CALIF.
Suite 1300-1301—Security Title Insurance Bldg.
530 West Sixth Street—Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street—Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue—PLaza 5-1311

PHILADELPHIA 2, PA.
1405 Locust Street—Pennypacker 5-9000

SALT LAKE CITY 9, UTAH
200 South Main Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street—Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 209—Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue—Main 7100

SYRACUSE 1, N. Y.
Syracuse 6-4411

WASHINGTON 5, D. C.
806 15th Street, N. W.—Executive 3600

See your nearest G-E broadcast equipment representative, or write today to *General Electric Company, Electronics Park, Syracuse, New York.*

CBS, ABC Shows Win NCTE Awards

Documentary Unit, 'Theatre Guild of Air' Rated Tops

ABC's *Theatre Guild of the Air* and CBS' Documentary Unit are winners of the National Council of Teachers of English radio awards for the 1947-1948 school year. Leon C. Hood, chairman of the council's committee on radio, announced the awards at a luncheon on Nov. 27, closing day of NCTE's three-day annual meeting in Chicago.

CBS Documentary Unit was ranked first among program series which have done most to raise the ideals of good speech and to promote powers of intelligent listening and critical thinking. Dr. E. W. Ziebarth, educational consultant of CBS' Central Division, accepted the award on behalf of his network.

'Ideals of Good Speech'

Other programs cited by NCTE as outstanding in the "ideals of good speech" category were: *America's Town Meeting of the Air* (ABC), *Living—1948* (NBC) and *Meet the Press* (MBS).

Theatre Guild of the Air (U. S. Steel) was rated as tops among programs which have done most to further listeners' understanding and appreciation of our literary heritage and to awaken a greater love of good writing. The award will be made during an intermission in the program's Dec. 5 presentation of Dodie Smith's "Lovers and Friends."

Other shows cited in the same category as *Theatre Guild of the Air* were: *Ford Theatre* (NBC-Ford), *The Greatest Story Ever Told* (ABC-Goodyear) and *Studio One* (CBS). *Ford Theatre* has since moved to CBS.

The Theatre Guild series won its award, Mr. Hood said, "for its high consistency of selection and production and for its functional value to the teachers and students of English."

CBS Documentary Unit has shown that radio can embrace other roles than that of gift giver and simple entertainer, Mr. Hood commented. "For its excellence of approach, the freshness of treatment and superlative production," he said, "the series would be worthy of laurels. But more than that the Unit chose to select areas of American life that were crying for public attention or phases of American life that needed the clear and searching light of publicity."

Noting that two programs honored by NCTE in the past, *Columbia Workshop* and *American School of the Air*, were no longer heard "because of lack of popular appreciation," Mr. Hood declared "our committee is inclined to agree with the radio industry that the teaching profession must carry part of the responsibility of elevating public taste."

INSPECTING WTMJ-FM Milwaukee's new RCA 50 kw transmitter at Richfield, Wis., are Phillip B. Laeser, chief engineer of WTMJ-FM and WTMJ-TV, and W. B. Fletcher, RCA Service Corp. engineer. Mr. Fletcher is demonstrating ease of power cutback from 50 kw to 10 kw. Station is on Channel 227 (93.3 mc).

Annapolis to Get New AM Station

FINAL DECISION was adopted by FCC last week to grant application of Capital Broadcasting Co. for new AM station at Annapolis, Md., on 1430 kc with 500 w full-time, directional night. Request of John F. Kramer for 1430 kc at Cambridge, Md., using 1 kw daytime, was denied.

Substantially following its proposed decision, the Commission held that Capital's proposal would better carry out the intent of Sec. 307(b) of the Communications Act as it would provide a first local nighttime service in Annapolis [BROADCASTING, July 26]. Comr. Robert F. Jones voted to grant Mr. Kramer's application. Comrs. George E. Sterling and Frieda B. Hennock did not participate.

FCC ruled that although the Capital proposal does not meet the Commission's standards for minimum nighttime coverage of the city, the relaxation of the applicability of the standards is warranted since a first local nighttime service would be established. The FCC grant set forth several engineering conditions including requirement that an application be filed to modify the permit so as to specify transmitter with power output not to exceed 1 kw.

Capital Broadcasting is composed of 38 stockholders, most of whom are local businessmen. President is Alfred G. Payes, Westinghouse engineer, who holds 6.9% interest. John W. Downing, president and 10.6% owner of WBOC Salisbury, Md., is vice president and 2.1% owner. Secretary-treasurer is F. Marion Lazenby, president of Annapolis Dairy Products Co., who holds 6.9%.

Mr. Kramer, Annapolis resident, is in the real estate business.

KCMO Kansas City, Mo., has been cited by ABC for its outstanding promotion.

Midwest Baseball Network Totals 30

WIND Chicago's Midwest Baseball Network, formed in 1947 by John T. Carey, sales manager of the station, with 11 stations, will have a 1949 line-up of more than 30.

Mr. Carey

The expanded network, covering the major part of a seven-state area, will be the "largest baseball network in the country," Mr. Carey said Wednesday.

It will include stations as far northwest as WREX Duluth, as far east as WFTW Fort Wayne, Ind., and as far west as KIOA Des Moines and KOWH Omaha. It will extend into southern Illinois and Indiana. Ten Wisconsin stations are included.

Unlike most baseball networks which cover only one league, the Midwest setup will give both National and American League coverage.

Formerly the network originated Chicago Cub and National League games. In 1949, however, it will also carry many play-by-play broadcasts of Chicago White Sox and American League games.

WIND will originate the Cub-National League games for the Chicago and network area, but the Chicago White Sox and other American League games will be channeled to WIND for broadcast by WJJD that carries Sox and American League games in the Chicago area.

The Midwest Baseball Network is operated on a cooperative basis. Commercial time, consisting of spot announcements cued in between innings, is shared by the originating sponsors, who for the fifth consecutive season will be Old Gold and Walgreen drug stores.

Other sponsors are those secured on a network basis and those sold locally by the various stations.

WCAU-TV's November Business Adds 7 Clients

MID-NOVEMBER business at WCAU-TV Philadelphia was highlighted by the acquisition of seven new accounts.

They were Curtis Publishing Co., Barr's Jeweler's, Otto Erlang Brewing Co., Philadelphia; Hart Krouse, Studebaker dealer; Roy Typewriters, Swank Jewelry, a Stanley-Warner, local film distributors.

How to be FIRST in the World's No. 1 Oil Market!

It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and allied petroleum industries than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Texas City and Galveston besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS
National Representatives: Edward Petry & Company
Affiliated with NBC and TQN · Jack Harris, Manager

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

P. I. Knockout

(Continued from page 25)

means of a smooth-sliding non-clogging plunger operated from the end of the toothbrush handle." The product retails for 98¢, with listeners sending $1 out of which the station gets 35¢.

The makers of the "sensational" Kyron, reducing agent, have "now launched a new baby, Q. R. D., a dandruff remover," according to Arthur Meyerhoff & Co., 410 N. Michigan Ave., Chicago. The agency predicts a "spectacular" success for Q. R. D., judging by newspaper tests, according to a letter over the signature of E. Z. Callner, of the agency. Q. R. D. sells for $3 C.O.D., the station getting $1 less agency commission.

Outstanding Mops

Bell Adv. Agency, Missouri Insurance Bldg., Chicago, has a "combination deal" of four products of "one of the outstanding broom and mop manufacturers in the country," according to Frank Flagg, account executive.

From de Buhr Adv., Washington, Mo., comes an offer for Pro-Tex-Mor screen door cover, a golden color craft paper that "converts any screen door into a storm door." The door cover sells for $1, with 20% for the station.

George R. Nelson Inc., Schenectady agency, has written stations offering them 75¢ for each $2 order for Save-the-Baby, cough medicine. Manufacturer is William W. Lee & Co.

Mr. Nelson recalls that Save-the-Baby advertising has been placed on WGY Schenectady, WTIC Hartford, WBZ Boston, New England Regional Network and Yankee Network "and a host of additional stations." The p. i. offer, his letter explains, is designed to open new territory where "we are not in a position to advertise and merchandise the product in usual fashion."

Surplus silk and nylon parachutes are offered by May Adv. Co., 922 Commercial Trust Bldg., Philadelphia, on behalf of a client. The parachutes sell for $14.95 plus $1 for postage and handling, with the station receiving $1.75 ($8.95 for half parachutes, with 95¢ for the station).

According to Bertram May's letter, the station commercials tell women "how they can make beautiful underwear for themselves, their children and husbands—in addition to slips, panties, bras, negligees, dresses, blouses, lamp shades, slip covers, curtains, scarfs, bed spreads, etc."

Offers Jewelry

William von Zehle & Co., 25 W. 43d St., New York, submits an offer of a $1.98 necklace and earring set on behalf of a client. The agency will pay 50¢ "per lead, either p. i. or on a guaranteed basis."

On all p. i. deals, Allen Brown, NAB assistant director of broadcast advertising, reminds those making the offers that the technique is considered "not only bad business practice, but unethical advertising." He refers them to a resolution unanimously adopted at the 1946 NAB convention in which per inquiry deals were condemned.

Upcoming

Dec. 7: American Tobacco Co. Hearing before the FTC, FTC Office, 45 Broadway, New York.

Dec. 7-9: NARBA Preparatory Engineering Conference, Auditorium of National Museum, Constitution Ave. at 10th St., Washington.

Dec. 7-9: RMA Industry Conference, Roosevelt Hotel, New York.

Dec. 8: Television Broadcasting Assn. Clinic, Waldorf-Astoria Hotel, New York.

Dec. 10-11: Joint Meeting of FM Assn. Board of Directors and Inland Daily Press Assn.

Dec. 11: NAB Georgia Radio News Clinic, Ansley Hotel, Atlanta.

Dec. 12: NAB Alabama Radio News Clinic, Tutwiler Hotel, Birmingham.

Dec. 27-29: American Marketing Assn. annual convention, Cleveland.

Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.

Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.

Jan. 25: Academy of Television and Sciences annual award banquet and seminar, Athletic Club, Hollywood.

COMEBACK IS SEEN FOR GALENA CRYSTAL

THE GALENA crystal, used a generation ago in radio receiving sets and since replaced by the vacuum tube, may stage a comeback and replace its successor. Such was the prediction of Dr. William Shockley, research scientist of the Bell Telephone Co., when he addressed the National Academy of Sciences at Berkeley, Calif., Nov. 17.

The crystal, in its new application, is called a transistor. Basically, Dr. Shockley said, it is the same old crystal detector, which performed so faithfully in radios when a fine wire or "cat whisker" was scratched into contact with it.

However, in the new transistor, there are two cat whiskers set one two-thousandths of an inch apart. By an involved electronic process, the second cat whisker makes the crystal an amplifier capable of increasing 100-fold the power that passed through it.

Dr. Shockley said that although its earliest application probably will be in telephone communication, the Bell Co. has built and operated radios using it.

Zetka Production

ZETKA Television Tubes Inc., Clifton, N. J., has doubled its production of television tubes over 1947, Hamilton Hoge, president of the firm, announced last week. Zetka, an affiliate of United States Television Mfg. Corp., New York, concentrates on 12-inch and 15-inch tube production. By February of next year Zetka production should be doubled once again, according to Mr. Hoge, who is also president of UST.

FACTS ABOUT THE UTAH MARKET

YES—UTAHNS HAVE MONEY TO SPEND

Is your brand in their minds?

● Effective buying income in Utah last year was $729,262,000 after personal taxes — an average of $14,024,270 a week to spend for food, clothing and everything else people buy. It makes Utah an important market.

Are you getting your share? Smart advertisers are telling their story to Utah people over KDYL — Utah's *popular* station — and over television on KDYL-W6XIS. Here's *double* opportunity for you!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

John Blair & Co. National Representative

Commission Deletes Seven FM, Two AM

SEVEN FM stations, including one licensed outlet, were deleted last week by FCC at the request of the applicants. Two AM stations also were deleted. The majority cited economic reasons.

Meanwhile, FCC has received request for deletion from KARV Mesa, Ariz., 250 w fulltime outlet on 1400 kc. Owned by Arizona Radio and Television Inc., KARV indicated it was ceasing operations for economic reasons.

Fidelity Media Broadcasting Corp. was granted deletion of its licensed FM outlet, WFMO Jersey City, N. J. WFMO told the Commission it was unable to continue operations because of large losses incurred [BROADCASTING, Nov. 8].

WHBQ-FM Memphis, Tenn., Harding College outlet, was granted cancellation of its FM permit in view of its decision to concentrate on its AM station, WHBQ, and a pending TV application.

Moraine Broadcasters Inc. was given permission to cancel its FM permit for WMOI Dayton, Ohio. Firm said its decision was motivated by multiple AM-FM-TV authorizations there which have foreclosed firm "from any reasonable expectancy of success with the proposed facility."

Other FM deletions, indicated to be requested for economic reasons also, were granted to: WSKY-FM Asheville, N. C., Radio Asheville, Inc.; KEVL Big Bear Lake, Calif.; Big Bear Lake Broadcasting Co.; KLOK-FM San Jose, Calif., Valley Broadcasting Co., and WCTP Greensboro, N. C., Capitol Broadcasting Co. Inc.

KCRO Woodland, Calif., 1 kw daytime outlet on 930 kc, was granted deletion at request of applicant, YOLO Broadcasting Co. Firm is partnership of T. E. Brown and Neal Chalmers.

KCSM Colorado Springs, Col., 250 w fulltime outlet on 1450 kc, was deleted by FCC. Station's permit expired Nov. 9. Permit was first granted in September 1946 to James L. Frank and subsequently expired and was reinstated prior to present expiration, FCC said.

Show Goes On

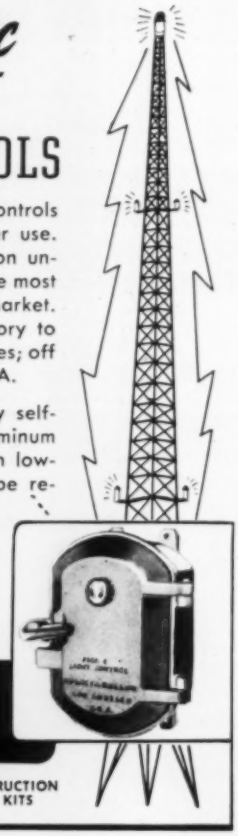
LAWRENCE HAGER'S disappointment knew no bounds. The president of WOMI Owensboro had been pulling strings for weeks to get FCC Chairman Wayne Coy to address the fall meeting of the Kentucky Broadcasters Assn. Nov. 15-16. Then, lo and behold, Mr. Hager became ill two days before Chairman Coy was to appear. But, even on his sick bed, Mr. Hager still had ideas. His prepared introduction of Mr. Coy would not be wasted after all. He had the speech tape recorded. The stunt was roundly applauded by the 150 guests at the dinner.

Automatic

TOWER LIGHT CONTROLS

The new H&P "PEC" Series photo-electric controls were specifically designed for radio tower use. Extensively tested for dependable operation under all climatic conditions, they constitute the most modern automatic lighting controls on the market. "PEC" Series controls are set at the factory to automatically turn lights on at 35 foot-candles; off at 58 foot-candles, as recommended by CAA.

H&P "PEC" Series controls are completely self-contained in water-tight heavy cast aluminum housings. Circuits insulated throughout with low-loss insulation. High wattage industrial type resistors. Tubes operated well below rating to insure long life. Fail-Safe: if any parts fail in service, lights automatically turn on.



IMMEDIATE DELIVERY

Write for descriptive literature and name and address of your nearest H&P Distributor

HUGHEY & PHILLIPS

60 East 42nd St. New York 17, N.Y.

326 N. La Cienega Blvd. Los Angeles 36, Calif.

MANUFACTURERS OF CODE BEACONS, FLASHERS, OBSTRUCTION LIGHTS AND COMPLETE PACKAGED TOWER LIGHTING KITS

HEARING RIGHTS

Judge Warns FCC On Denials

CHIEF JUSTICE Harold M. Stephens of the U. S. Court of Appeals for the District of Columbia told FCC counsel last week, in a lecture on applicants rights to a hearing, that FCC can't deny a request "merely because it doesn't like the color of the hair of the person making the request."

Chief Justice Stephens outlined the court's views when Max Goldman, FCC acting assistant general counsel in charge of litigation and administration, arose in court to defend the Commission's actions in authorizing KTHT Houston to operate with 5 kw fulltime in 790 kc.

The case was up on appeal by ABC's KECA Los Angeles, which argued FCC should have given it a hearing on its claim that KECA, also on 790 kc, would suffer interference from the KTHT operation.

The Chief Justice referred particularly to the Court's WJR Detroit and WCKY Cincinnati decisions, which insisted that an existing station has a right to be heard when it claims interference will result from a grant [BROADCASTING, Oct. 11, April 12].

Those decisions, he pointed out, didn't say a petitioner is entitled to get what he asks for. What they said, he explained, is that FCC can't deny a petition without hearing. He said his years as a trial judge had convinced him that what sounds at first like a "specious" claim may prove to be, after argument is heard, "a very good claim."

To deny a request, he asserted, FCC must have a legal basis.

He added that he was not inclined to accept FCC's argument that granting hearings in all such cases would substantially increase the Commission's workload. He discounted any argument about getting so busy that Constitutional rights are endangered.

Mr. Goldman contended the KTHT-KECA case involved a rule which did not require a hearing and insisted that it was not comparable to the WJR case. Justice Stephens, however, said he had "difficulty distinguishing this from the WJR case. . . ."

James A. McKenna of Haley, McKenna & Wilkinson, Washington counsel for ABC, argued in behalf of KECA that the case should go back to FCC for argument. Roy Hofheinz, principal owner of KTHT, appeared as its counsel in support of FCC's arguments. He contended ABC had adequate time to protest the KTHT grant while the application was still pending but failed to do so.

The case was heard by Chief Justice Stephens and Justices Wilbur K. Miller and James M. Proctor.

PROPOSED DECISIONS ISSUED FOR TWO AMs

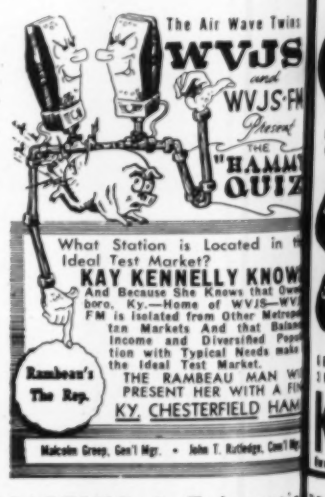
PROPOSED DECISIONS were reported by FCC last week to grant AM applications of KRDU Dinuba, Calif., to switch from 250 w day on 1130 kc to 250 w fulltime on 1240 kc, and Jorama-Fer Radio Corp. for new station at Caguas, P. R., on 1240 kc with 250 w fulltime.

The Commission would deny the competing applications, respectively, of San Joaquin Broadcasters for new station at Fresno, Calif., on 1230 kc with 100 w fulltime, and Caguas Radio Broadcasting Inc. for 250 w fulltime on 1230 kc at Caguas.

In the California case, KRDU's request was granted upon disqualification of the competing application of San Joaquin Broadcasters. The latter, a partnership of R. K. Wittenberg and R. L. Stoddard, was held in default for failure of appearance at the comparative hearing and for no presentation of evidence. KRDU is licensed to Radio Dinuba Co.

FCC favored Jorama-Fer over Caguas Radio because of the greater integration of local ownership and management proposed by successful applicant. Jorama-Fer is composed of four brothers and their sister, Concepcion Fernandez Rodriguez. The brothers are Jose M., Rafael P., Manuel M. (partners owning Jorama-Fer Electric Co., appliance firm, in Caguas) and Joaquin Fernandez Rodriguez. Don Joaquin is employed in New York. All four brothers would actively participate in operation of the station.

Caguas Radio is composed of the following: Dr. Andres Franceschi, San Juan physician, president 30.3%; Joaquin A. Gauthier, operator of Royal Labs., Mayaguez, pharmaceutical firm, vice president 48.5%; Pablo J. Hereter Jr., Caguas distributor for Caribe Motors Corp., secretary-treasurer 3%; Alejo Torres Ferrer, Caguas bank manager, 3%; Luis Gonzales, Caguas shoe store manager, 3%, and Jose A. Gauthier, head of his own radio advertising agency in San Juan, 12.2%. Extent of management participation was not given, FCC said.



WHAV PAMPHLET
Proposes Radio Campaign To Sell Management

PROPOSAL that every manufacturing industry in Haverhill, Mass., employing 25 or more persons join in an all-out radio campaign to sell management has been made by WHAV and WHAV-FM Haverhill.

To help publicize the proposal the stations are distributing a 12-page pamphlet, *Public Relations by Radio*, prepared by Lew Sargent, manager of WHAV and WHAV-FM. Grand objective of the campaign, the pamphlet points out, would be to achieve a "clear, truthful understanding" of what business and management stand for and what they contribute to the welfare and security of the individual and the community.

It is proposed that participants jointly establish a board of directors to determine campaign policies. Next step, Mr. Sargent says, should be the polling of workers and their families to determine preferred types of programs.

WHAV is offering to assume responsibility for creation, development and production of programs and the overall planning of the campaign. Haverhill manufacturers are indicating universal acceptance of the idea, according to Mr. Sargent.

Chicago Video Meeting Planned for March 7-9

NATIONAL television conference being planned by the Chicago Television Council is now definitely scheduled for March 7, 8 and 9 in the Palmer House. Members of panels, representing agencies, stations and allied firms in all parts of the country, will appear with individuals in analyses of problems confronting the industry.

James Stirton, president of the council, announced at the meeting last Wednesday that letters of invitation, roster of speakers and the program lineup are being prepared by the executive committee, which has been meeting weekly.

GET ON THE BEAM!
Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.
YIDDISH 250,000
NEGRO 300,000
GERMAN 100,000
SPANISH 250,000
ITALIAN 100,000
SCANDINAVIAN 30,000
6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS
KOWL
5000 WATTS CLEAR CHANNEL
Owned by ART CROCHAN • GENE AUTRY

LOG CENSURE
Elyria, Ohio, Station Accuses Newspapers

CHARGES of advertising dictatorship have again been hurled against Isadore and S. A. Horvitz, owners of the Mansfield and Lorain (Ohio) Journal companies [BROADCASTING, July 19]. This time the accusations came during a series of six quarter-hour broadcasts on WEOL Elyria, Ohio.

The station charges that the Lorain paper refused to run the station log, even as paid advertising. It was further pointed out that both papers carry the program logs of major Cleveland stations free, as news.

Listeners also were told of letters and reports from radio advertisers in the city of Lorain, who said they had received notices from the *Lorain Journal* within two weeks after their first broadcast cancelling their display advertising in the paper.

Alleging that this was the same means used in attempting to suppress competition in Mansfield, Bert H. Koeblitz, WEOL general manager, said during the broadcasts:

"On June 20, 1946, the FCC opened hearings in Mansfield on the Horvitz applications. On that day, numerous and volunteer witnesses took the stand to oppose the applications. These witnesses were merchants and business men in Mansfield. They testified that when they contracted for radio advertising with Mansfield's radio station, WMAN, they suddenly found themselves unable to advertise in the *Mansfield Journal*. Several said they were told by *Journal* representatives that they could not advertise on the radio and in the newspaper at the same time."

Application Refused

Mr. Koeblitz concluded that "during the case, . . . Mr. Horvitz continually denied that he had cancelled ads because the merchants were using radio time. But his applications were refused flatly by the Federal Commissioners."

In tentative and final decisions earlier FCC had ruled against the *Journal* companies' license applications on the grounds that in Mansfield the owners "have sought to suppress competition" in news dissemination and "to achieve an advertising monopoly . . . through exclusive advertising contracts" [BROADCASTING, July 19].

The two newspapers have an appeal pending in the Court of Appeals for District of Columbia, seeking to reverse the FCC decision [BROADCASTING, Nov. 15], regarded by WEOL management as "one of the most blistering denunciations" in FCC annals.

Mr. Koeblitz termed the "present fight" with the *Lorain Journal* as "simply a carbon copy of the Mansfield situation . . . because the Mansfield station was victorious, FCC was adamant in dispensing justice and because WEOL already has received the victory signal through public opinion support."

Lorain County's only other daily, the Elyria *Chronicle-Telegram*, also came in for censure. WEOL charged that it, too, refused to publish the station's daily log as paid advertising. A WEOL challenge, in the form of an offer of free air time to the two Lorain newspaper owners for rebuttal, has been declined thus far, the station reported.

Nor was there any editorial comment on the WEOL charges. They were invited to explain particularly the cancellation notices "to advertisers and the people."

Alleging an "advertising dictatorship," WEOL pointed out that "an advertiser should be allowed to spend his advertising dollar as he sees fit" and attributed the newspapers' actions to a mutual "isolation policy" governing county ads.

"That may be sound local newspaper policy. But WEOL cannot, under the terms of its license, observe such a policy," Mr. Koeblitz observed. "Its facilities must be offered to all of Lorain County."

The script was originally aired Nov. 15 and repeated in similar broadcasts on subsequent days. It invited listeners to express their personal opinions on the issue.

WEOL has main studios in Elyria and is completing facilities in Lorain. Arrangements for a third facility, to be located at Oberlin College, have also begun.

Offices for WOIC

WOIC (TV) Washington, scheduled to begin broadcasting in January, and owned and operated by WOR New York, has taken business offices in the Barr building, 910 17th St. STerling 0600 is the telephone number. Transmitter is located at 40th and Brandywine Sts., N. W.

WLRD(FM) Miami Beach Signs With Continental

STEPS toward addition of a Florida hookup of FM stations to Continental FM Network got under way last week with signing by Continental of WLRD (FM) Miami Beach. The station is installing tape equipment and will broadcast Continental program service on the same basis as KSBR San Francisco and WEAW Chicago [BROADCASTING, Nov. 22].

Negotiations for affiliation of WLRD were handled by Sam Miller, of Cohn & Marks, Washington radio law firm, and Everett L. Dillard, Continental president.

Mr. Dillard said Continental will carry a recorded evening symphony hour keyed from WASH Washington, six nights a week except Thursdays when the network carries the Air Force Band live.

RCA TUBES ...
5655
the standard of comparison in TV
RCA-5655
Image Orthicon
• RCA television tube achievements make modern television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy . . . like the RCA-5655 camera pickup tube for studio operation . . . or the RCA-8D21 twin power tetrode for television transmitters.
Whatever the application, there's an RCA television tube to meet your needs. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.
For further information on any RCA tube, write RCA, Commercial Engineering, Section KP36-3, Harrison, New Jersey.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

BMI vs. ASCAP

(Continued from page 29)

know that these polls do greatly influence the judgment of hundreds of jockeys all over the land. And so, the evil blossoms. All to our own detriment.

The situation in particular issue can be cleared up. Again, the answer is simple. But it will take doing. All it calls for is close supervision of the programming material used by our own jockeys. Pull in the reins. Investigate the situations in your own stations, you managers and program heads. I believe that the whole messy picture can be cleared up. Then, no more unrealistic polls and attendant problems. And we could widen the base of our music operations, instead of playing "Nature Boy" until he's blue in the face.

Take Up the Plan

All of this should have been done years ago. But there's no use crying over spilt sharps and flats. Let's get down to business *now*. Take up the plan. Follow it through, day by day, week in and week out.

It can't be done by one station, one network, or a segment of our outlets. It calls for a complete, concentrated pitch by all of us, AM, FM, TV.

Then, comes time for ASCAP confabs on new contracts, there'll be no "Jeannie with the Light Brown Headache."

WCCM Lawrence, Mass., received award by American Legion Auxiliary in recognition of station's contribution to education, entertainment and inspiration of the community and in appreciation of courtesies and cooperation extended them.

free

1949 NEWARK CATALOG

For EVERYONE Interested in

TELEVISION • RADIO • ELECTRONICS
SOUND SYSTEMS • INDUSTRIAL EQUIPMENT
EVERYTHING in standard brand equipment!

Professionals! Radio Hams! Television Enthusiasts! Beginners! Oldtimers! Amateurs! Hobbyists! Here's one book that's a MUST for you! Our FREE 148 page catalog jammed with over 20,000 different items. The smallest part to the most complete industrial system from one dependable source!

24-HR. MAIL ORDER SERVICE • ONE YEAR TO PAY

3 GREAT STORES: Uptown at 115 West 45th St. and Downtown at 212 Fulton St. in NEW YORK 323 W. Madison St. in the heart of CHICAGO

MAIL ORDER DIVISIONS: 242 W. 55th St., N. Y. 19 and 323 West Madison St., Chicago 6, Illinois

NEWARK RADIO & TELEVISION — MAIL COUPON NOW

Newark Electric Co. Dept. K29 242 W. 55 St. New York 19, N.Y.

Please send me FREE the Newark 1949 Catalog

NAME

ADDRESS CITY STATE

RADIO MEETS BLIZZARD HEAD ON

Kansas and Nebraska Stations Stay on the Air To Render Emergency Services

NEBRASKA and Kansas broadcasters stuck to their mikes to render all possible public service when the violent November blizzard swept across those states, paralyzing communities.

KHAS Hastings, Neb., throughout a 60-hour period of broadcasting interrupted scheduled programs to bring information and directions to the listening audience. A large share of the relief work was directed through the facilities of KHAS, Warren L. Mowder, program manager, reported.

Hours before the blizzard struck, KHAS announcers were broadcasting warnings from the Weather Bureau. Through constant checks with the police and highway department, the station kept listeners informed on the condition of streets and highways. Business plans of local merchants were solicited and broadcast to workers, following a poll of 75 business houses.

A severe electrical storm, accompanying the blizzard, took its toll in Norfolk, Neb. WJAG Norfolk was put off the air for several hours when its transmitter was struck by lightning, according to Production Manager Hollis Francis. Repair work was delayed until snow plows could break through the snow-blocked roads to the station's transmitter, four miles west of Norfolk.

The first hint of the gravity of the situation came when KGNO Dodge City, Kans., was besieged with telephone calls from anxious parents, husbands and wives, relatives and friends of motorists overdue at their destinations. KGNO went on an emergency schedule and remained on the air until 1 p.m., Nov. 19, and returned at 6 a.m. the following morning.

KGNO's appeal to motorists to remain in their cars if stranded was credited with saving countless lives. KGNO estimated that the names of 1,500 missing persons were cleared through its facilities and over 5,000 emergency messages handled.

'Kukla, Fran and Ollie' Now on NBC Midwest TV

JUVENILE favorite in Chicago, *Kukla, Fran and Ollie*, expands to NBC's midwestern television network today (Nov. 29) when the two puppets, Kukla and Ollie, and Fran Allison, star on *Junior Jamboree* from 6 to 6:30 p.m. CST.

The puppets were introduced by their creator, Burr Tillstrom, to video audiences via WBKB Chicago, Balaban and Katz station, which will continue to serve as origination point of the show and will also televise it.

TV stations carrying *Junior Jamboree*, which will be sponsored by RCA Victor on NBC as it was at WBKB, include WNBQ Chicago, WNBK Cleveland, KSD-TV St. Louis, WTMJ-TV Milwaukee, WWJ-TV Detroit, WSPD-TV Toledo and WBEN-TV Buffalo.

Program will use a Zoomar lens for the first time when it goes network. Mr. Tillstrom decided on the use of the lens in order to eliminate one camera, he said, and to avoid dollying procedure on long shots.

CHICAGO LIVESTOCK SHOW TO BE ON TV

REMOTE telecasts of the International Livestock Exposition from Chicago's International Amphitheater began Saturday as the annual livestock classic opened its 10-day session. WNBQ, NBC's Chicago outlet still operating on an experimental basis, will telecast judging of the grand champion steer tomorrow (Tuesday, 2-3 p.m. CST) under sponsorship of Allis-Chalmers.

The exposition, conducted in conjunction with the International Horse Show and the National 4-H Club Congress, is also being televised by WGN-TV Chicago. Opening and closing performances Nov. 27 and Dec. 4 are sponsored by the Chicago Motor Club, through Agency Service Corp., same city, 7-11:30 p.m. CST.

WBKB (TV) Chicago has prepared exposition presentations for potential advertisers, but will not televise events on a sustaining basis because of high remote costs.

'ON U. S. SCENE'

Lever Records New York Talks for P. R.

NATIONAL Export Advertising Service, New York, agency for Lever Bros., Cambridge, Mass., export advertising, last Wednesday did a switch on the proverbial "on the scenes overseas interviews" for domestic programming. From a grocery store in the heart of New York's teeming Puerto Rican section, the agency, under supervision of James Zea, radio director and engineer, conducted on-the-spot interviews with women shoppers of Puerto Rican birth, for broadcast in about three weeks on WAPA San Juan.

Star of the program, probably the Parks Johnson of Puerto Rico, was Jesus Rivera Perez, known to fluttering female fans south-of-the boarder as Mano Meco. He is in New York on vacation. Mr. Perez is sponsored by Lever on two San Juan programs, one, for which Wednesday's wire-recording was made, *Asi Piensan Los Mujeres*, is a daily show for Rinso. Another, *Jibaro de la Radio*, on WIBS San Juan, is a Lifebouy presentation. Both are handled in San Juan by Publicidad Badillo, National Exports' Puerto Rican affiliate.

14 Stations Form Network in Ohio

AM, FM Outlets Are Included; Service Originates at WJW

FOURTEEN Ohio AM and FM outlets have formed The Standard Network, with WJW Cleveland as origination station, WJW announced last week.

Through its FM affiliate, WJW-FM, the Cleveland station is feeding 45 minutes of programming daily to the network and plans to increase this in the near future to a minimum of two hours a day.

Stations receiving the service include: WATG (FM) Ashland, WTFM (FM) Tiffin, WCMW and WCMW-FM Canton, WFRO (FM) Fremont, WFOB (FM) Fostoria, WFIN and WFIN-FM Findlay, WCLT (FM) Newark, WTNS and WTNS-FM Coshocton, WWST and WWST-FM Wooster, WIMA and WIMA-FM Lima, WLIO East Liverpool, WLEC Sandusky, WFAH (FM) Alliance and WVKO (FM) Columbus.

Standard Network, WJW said, is a continuation on a permanent basis of the temporary network formed to bring Ohio baseball fans the Cleveland Indians games during the 1948 season.

RADIO, TV PLANNING HEAVY 4-H COVERAGE

RADIO and television will play a prominent role in covering the 4-H Congress, which began in Chicago yesterday (Nov. 28) and will continue through Thursday this week.

Seven AM network shows have been scheduled, according to Ken Gapen, assistant information director for radio and video, U. S. Dept. of Agriculture. The Congress will be telecast by WENR-TV and WGN-TV. The "Voice of America," BBC, CBC and Australia's ABC plan to make transcriptions for overseas transmission.

WCCO Minneapolis, KLZ Denver and KFAB Lincoln will run direct lines to the convention, according to USDA. WJR Detroit is to be on hand with its studio bus. Three wire and tape recording rooms will be maintained by the Congress radio committee.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be INSURED.

We pioneered this field and Now serve Newspapers and Broadcasters nationwide. Our EXCESS - POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Farm Safety Honors Awarded in Chicago

AWARDS of honor for "distinguished service to safety" went to national and regional networks and stations last week from the National Safety Council, Chicago, in its fourth annual farm safety radio contest.

ABC and CBS were commended, respectively, for *American Farmer*, which has a "year-round approach in making American farmers safety-conscious," and for *Country Journal*, labeled as the "most original farm safety program" and as "dramatic, thought-provoking and convincing."

Other winners cited: Texas Quality Network, "best year round" division for day-by-day reference to farm safety; Rural Radio Network, *The Grim Reaper*, "most original farm safety program"; WHO Des Moines, 50 kw division, "best year-round safety program"; WIOU Kokomo, Ind., 1 to 10 kw division, "for realizing value of a public service approach"; WMOH Hamilton, O., 250 w class, "for highly localized and extremely effective campaign in a limited audience area"; WGY Schenectady, N. Y., "most original farm safety program," for "an excellent illustration of originality"; WLS Chicago, certificate of honor for month-to-month program of farm safety education; WHIO Dayton, certificate of honor for stressing accident prevention measures in an on-the-spot hazard hunt broadcast.

Contest Judges

Judges included George Jennings, president of the Assn. for Education by Radio and director of the Chicago Radio Council; Lloyd Geil, president, Chicago chapter, Public Relations Society of America; William T. Diamond, director, agricultural service division, American Feed Mfrs. Assn., and Maynard H. Coe, director, farm division, National Safety Council.

HAL TATE
RADIO PRODUCTIONS,
Chicago, Producer of the
"WHO'S TALKING"
Show,
DEMANDS
UNIVERSAL
For the BEST in Transcriptions

Universal Recording Corp.
20 N. WACKER DR.
CHICAGO

FARM RADIO

Educational Programs Urged by Group

RADIO has a job to do in the maintaining of farmers' prosperity, according to the National Planning Assn.'s Agriculture Committee on Nation Policy.

In a statement released today, the committee calls upon radio and other media for educational programs to point out the choices to be made by farmers in investing their "boom-time profits," and the consequences of these choices. The statement accompanied a report titled *Can Farmers Afford to Live Better?*

The committee's statement, signed by 25 farm leaders, and the report, written by committee member Lowry Nelson, professor of sociology at the U. of Minnesota, urge farmers to "buy convenience, comfort, and shorter working hours with your boom-time profits." Such a course not only will be wise for farmers, but will also be in the nation's best interest, the committee said.

The project outlined by the committee for radio and other media is to use their facilities to "stimulate the imaginations of farm families; . . . show the possibilities for improving standards of living in the farm house and rural community," and for taking advantage of the leisure time afforded by farm mechanization.

Howard Hudson of the NPA radio information section, stated that Dr. Nelson's report can be a valuable aid to farm area stations in programming and promotional activities.

Figures on the present income of farmers, on their present standards of living as compared with urban standards, and indications as to where improvements are needed in American farm living, are compiled in the report.

Lag in Standards

"Farmers are prosperous now as never before," Dr. Nelson writes, "but their prosperity is still so new it is not yet reflected fully in their standard of living . . . the number of farm homes without electricity, running water, flush toilets, and private baths in this wealthy country of ours is appalling. . . . For a large part of the farm population at the present time, there is no longer the excuse of low income for not providing houses and home conveniences for their families on a par with town and city homes. They can have them if they *want* them."

The committee and Dr. Nelson stressed the fact "When a farmer turns his surplus into better living conditions, he becomes a better buyer on the industrial market."

Can Farmers Afford to Live Better?, is being distributed to NPA members and may be obtained from National Planning Assn., 800 21st St., N.W., Washington, D. C.

SOUTH AFRICA
Commercial Radio Sanctioned

THE TWO most important recent events in South Africa—as far as advertising and advertising agencies are concerned—are the sanctioning of commercial radio and the imposing of import restrictions on luxury and non-essential goods. Roland Wentzel, joint managing director of J. Walter Thompson Co., South Africa Ltd., expressed this opinion on his current visit to the agency's New York office.

Radio in South Africa has previously been non-commercial, operating like BBC in England. This month the South African government has sanctioned government-controlled commercial radio for the Union. It is expected to be in operation within a year.

Under this new set-up there will be three stations in each principal town: The "A" station for non-commercial broadcasts in English; "B" station for non-commercial broadcast in Afrikaans; and "C" station for sponsored programs only.

The Government of the Union of South Africa, because of the dollar shortage, has voted to cut imports on luxury and non-essential items to 50% of the 1947 figure. This will cover such articles as cigarettes, tobacco, beer, soap, cosmetics and certain food and household items. The new restrictions will hamper advertising particularly in the development of new business, Mr. Wentzel pointed out.

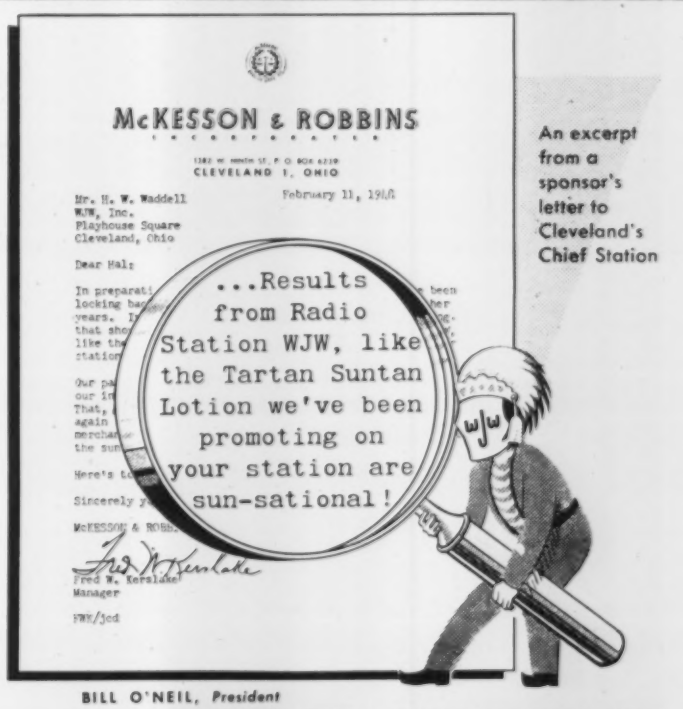
AIR FORCE TESTING IN-FLIGHT TELECAST

TELEVISION program executives and at least one film producer met last week in Los Angeles with Col. Howard Nussbaum, chief of the U. S. Air Force Radio Branch, to complete plans for an Air Force series utilizing in-flight TV transmission.

Col. Nussbaum left Nov. 18 for the West Coast to conduct a week-long series of television tests from a C-47 in air. Air Force engineers at Wright-Patterson Field, Dayton, Ohio, have already applied the medium successfully to photo reconnaissance, it was pointed out.

Air Force plan is to work in cooperation with West Coast TV stations and possibly a film company, though the film aspect was said to be frowned upon. Special events would be telecast direct from in-flight planes for immediate use on TV stations.

KNOW YOUR FBI, a program originating from Detroit office of the FBI, returned to WJR Detroit, Nov. 21, after summer and early fall hiatus.



An excerpt from a sponsor's letter to Cleveland's Chief Station

BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Tops with TIME BUYERS

"The BROADCASTING Yearbook is the most dog-eared reference volume in the time buying department."

Linnea Nelson

LINNEA NELSON
Head Time Buyer
J. Walter Thompson Co.
New York City

Tops with TIME BUYERS

"Concise, comprehensive and authoritative, the Yearbook is an answer to a time buyer's prayer."

Ruth Johnson

RUTH JOHNSON
Time Buyer
Western Adertising Agency, Inc.
Los Angeles

Tops with TI

"Having the Yearbook handy makes people think I have an encyclopedic memory — and because of the Yearbook I'm actually developing one."

Marion Reuter

MARION REUTER
Radio Time Buyer
Young & Rubicam, Inc.
Chicago

BROADCASTING
Telecasting
1949 YEARBOOK NUMBER

Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

WORL

(Continued from page 30)

matters of record in this case — expressly negative any such projection. The Commission in its final decision pointed with apparent disapproval to the failure of the corporation to declare dividends and to the "plowing back" of its profits for the years of 1937 to 1943.

We believe that, far from showing a lack of good faith or any mismanagement on the part of appellant, this is evidence of sound business judgment, where the corporation had theretofore been in financial difficulty, and demonstrates an awareness of its responsibilities and duties as a licensee and of its obligations to the public.

The majority held that FCC's decision used strong words unsupported by evidence, and that the wording "seems unjustifiably geared so as to bring this case within the doctrine of the WOKO opinion."

The substance of the WOKO opinion, the majority said, is that FCC is justified in denying renewal "where there has been *willful and knowing misrepresentations* of facts, material or immaterial, concerning . . . stock ownership."

Agrees with Jett

The opinion agreed with then-Comr. E. K. Jett, who dissented from the refusal to renew WORL's license because "I do not feel that the record . . . supports the finding that any of the parties are guilty of having made willful misrepresentations to the Commission."

The Court held that FCC resorted to "inference and presumption" in attempting to show the WORL owners are not qualified. Yet, the Court said, "there is no substantial evidence of any heedlessness, and it is conceded that there have been and can be no harmful consequences flowing either to the Commission or to the public interest as a result of applicant's improper reports."

The opinion also cited WORL's argument that FCC in 1941 was aware of Mr. Lafount's and the Cohens' acquisition of control, yet granted renewal in 1942. This, the Court said, is another reason for finding that FCC acted "arbitrarily."

Denied Knowledge

The opinion noted that FCC counsel "categorically" denied such knowledge but that FCC attempted no further explanation. The opinion continued:

We wish it clearly understood that we are NOT ruling that, once forgiven, a licensee should always thereafter be forgiven for irregularity in compliance with statute or with rule or regulation. The fallacy of such a rule is obvious.

Nor are we ruling that a licensee can with impunity disregard or disobey statute, rule, or regulation. Further, we do not question the power of the Commission, within statutory bounds, to adopt and administer a stricter policy of enforcement of its rules and regulations with regard to revocation or renewal of broadcasting licensees.

But the Commission, and this Court on review, must constantly be guided by the prevailing purpose of the Communications Act in ascertaining the result in each case which will best serve the public interest. In such determination there is no place for the arbitrary application of pointless technicality unsupported by substantial evidence.

The majority said it is "undisputed" that WORL's owners are technically qualified, and that it is a matter of record that WORL "prospered both in its financial status and in the public esteem" under Mr. Lafount's direction.

Its Hooperating, the opinion said, increased progressively from 1941 to 1943, "putting WORL in a tie for first place among Boston daytime listeners." Further, the Court said, WORL received the McNinch Award "for its outstanding weekly public service programs."

AFN ELECTION COVERAGE

Eighteen Hour Program Indicates Occupied Lines Have Regained Strength and Quality

By LOUIS ADELMAN
Chief of Operations
Armed Forces Network

FRANKFURT, U. S. Occupied Zone of Germany . . . One interesting local by-products of the recent election was the establishment of the fact that German and Austrian program lines have now reached pre-war dependability and quality.

Mr. Adelman

For 18 hours, from midnight to 6 p.m. European Standard Time, AFN-Frankfurt continuously fed election results not only to its own net of five studios and eight transmitters, but also the Blue Danube Network in Austria. The AFN installations are in Bremen, Bremerhaven, Berlin, Bayreuth, Stuttgart, Heidelberg, Munich and Frankfurt. The Blue Danube outlets are situdated in Linz, Salzburg and Vienna.

Two years ago such an operation would not have even been considered. A year ago it would have been marred by frequent line break-downs, and even six months ago we would have been most reluctant to try it—but on November 3rd it was accomplished without any one of the fed stations having to go on its own fill at any time during the 18 hour program.

Project Grows

What started out as only a moderately ambitious project, turned into the longest net program in AFN's history.

The marathon show, which acquired the title *Presidential Platter Parade*, consisted of relays of disc-jockeys spinning, and break-ins whenever a flash was received. In addition, shortwave pickups direct from the U. S. were aired periodically. Most of these were eight to 10 minutes and reviewed the situation to date. Facilities used were AP, UP, INS, the *Stars and Stripes* New York wire, and the State Dept.'s European relays.

The program was originally scheduled and announced as running from midnight to 8 a.m. When it became obvious that nothing definite would be decided within these time limits, the end was set back to ten o'clock, then eleven. Finally we locked out *Presidential Platter Parade* and went back on schedule at 6 p.m., a half-hour after Gov. Dewey conceded.

The importance of AFN's election returns broadcast was considerable. The only outlet in Europe devoting full time to getting the latest voting news on the air, it did a great deal toward correcting numerous conflicting or misleading impressions fostered by the local press, both English and German language.

There is no way of ascertaining the number of AFN's European, Near Eastern and Scandinavian listeners during the broadcast. Our audience has been reasonably estimated at 100 million but it is doubtful that in the early stages, the listening audience was anywhere near peak, as everyone had been briefed to expect no contest. As the morning progressed, however, not only American occupational personnel, but Europeans throughout AFN's reception range, realized that something thoroughly unusual was happening.

Switchboards of AFN stations in Frankfurt, Munich, Stuttgart, and Bremen were swamped with both local and long distance calls in a half dozen languages. In Berlin the entire staff of the AFN outlet was detailed to answer phones.

With the Winners

FCC Chairman Wayne Coy prefaced his talk to the fall convention of the Kentucky Broadcasters Assn. with this warning: "In any predictions I make in the speech which is to follow I want you to remember that I had my training under the President and Vice President elect of the U. S. and not under Dr. George Gallup."

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

'Equal Time' Rights Question Put to FCC

WILS Reports It Has Refused Communist Request

THE QUESTION of Communists' rights to "equal time" was put bluntly to FCC last week with a request for the Commission to say so if it feels they are entitled to time.

WILS Lansing, Mich., through its president and attorney, notified the Commission it had refused a request of the Communist state chairman for time to present the Communist viewpoint.

The station submitted a copy of a letter from Carl Winter, Michigan state chairman of the Communist party, who claimed that commentators and news services had falsely accused the party and its membership of being "agents of a foreign power, seeking to overthrow the Government by force and violence." Mr. Winter asked for time on WILS "in accordance with FCC regulations."

FCC was told that WILS President W. A. Pomeroy refused the request with a declaration that "we will not knowingly permit broadcasting over Radio Station WILS by the Communist Party or any other organization of a similar character unless we are ordered to do so by the FCC or by statutory mandate of the Congress."

He said WILS considers the Communist ideology "subversive." The owners, he said, are veterans of military service who "will not be a party to the expounding of any ideology which seeks to destroy" the freedoms prevailing in the U. S. WILS makes time available for presentation of both sides of controversial issues "in the public interest of our country and our community," Mr. Pomeroy declared, "but there is no controversy in the public interest involved in your request."

The exchange of letters was submitted by Andrew W. Bennett, Washington counsel for WILS. He said he advised Mr. Pomeroy that "there was no rule or regulation of the Commission or provision of the Communications Act . . . requiring him to make time available for the Communist Party or any other organization of like nature. If the Commission disagrees with this statement," Mr. Bennet wrote, "it will be appreciated if you will so advise me."

God's Little Island

TAKING up cudgels against those who say "New York's a nice place to visit, but I wouldn't want to live there." WOR New York has purchased a full-page ad in today's New York *Herald-Tribune*, heralding the advantages of the metropolis. Only one mention of WOR appears in small type explanatory note, reading: "For more than a quarter century, WOR has been proud to contribute to the growth of New York and the needs of its people. WOR hopes this advertisement may stimulate others to help WOR in promoting the greatest city in the world."

MELLINGER MAY TAKE CIVIL DEFENSE POST

AUBREY H. MELLINGER of Chicago, former president of the Illinois Bell Telephone Co., has been offered the position of director of the Civil Defense Planning Office, succeeding Russell J. Hopley.

The White House announced last Tuesday that Mr. Hopley has resigned to return to the presidency of the Northwestern Bell Telephone Co.

Following a visit with President Truman Nov. 23, Mr. Mellinger indicated he would decide within a few days.

A comprehensive civil defense plan, recognizing communications as its "nerve system", has been recommended by the Office of Civil Defense Planning [BROADCASTING, Nov. 15].

Singer Is Asked Details Of Plane Forced Landing

BOBBY BREEN, 21-year-old singer whose radio career began when he was discovered as a child by Eddie Cantor, was quizzed in Wisconsin early last week after surviving a "forced airplane landing" which authorities term "a publicity stunt." Mr. Breen and his pilot reported they were forced to land in a field after engine trouble.

While large groups of state and county police combed snow-packed woods, the pair registered at a hotel (Breen under an assumed name) and attended a movie. Twenty-four hours later, after Mr. Breen's disappearance was publicized widely, the search was stopped when officers read of his survival in Milwaukee papers.

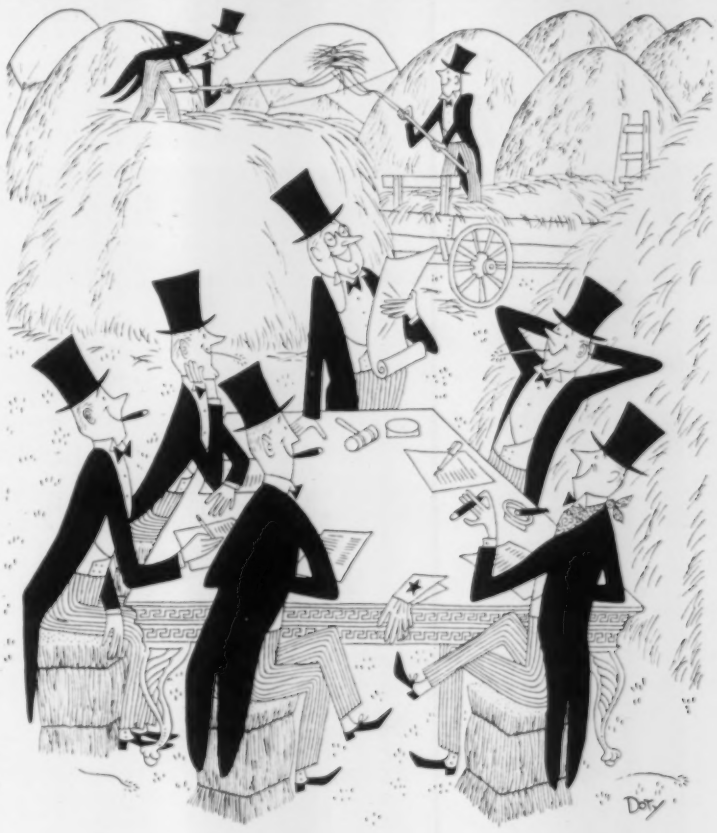
WHAT A COMBINATION

When you smoke a Camel, in your Hanes Underwear, under a Chatham blanket, you join the world's millions in keeping Winston-Salem one of the world's great markets . . . and you help keep our workers supplied with cash to buy the products they hear about over WAIR.

WAIR

Winston-Salem, North Carolina

Representative: Avery Knodel, Inc.



We draw dividends on haystacks...

Hay is a capital investment in Spartanburg County where the vast production of feed crops...wheat, oats, and corn...raises the Spartan farm income to 226 *million dollars* a year.

But the wealth of the Piedmont doesn't come from the land alone. Industries...textiles, timber products, cotton staples...animate a great *urban* prosperity.

When the Piedmont people go to market, they have $1,054,811,000 to spend.

And for the past 19 years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.

WSPA
5,000 WATTS—950 Kc.
SPARTANBURG
SOUTH CAROLINA

Represented by John Blair
Roger W. Shaffer, Man. Dir.
Guy Vaughan, Jr., Sls. Mgr.
CBS Station for the Spartanburg-Greenville Market

Look to your
RAYTHEON
REPRESENTATIVE
for all your needs

NEW ENGLAND
Raytheon Manufacturing Co.
Waltham 54, Mass.
WA. 5-5860, Ex. 422

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

CHICAGO 6, ILLINOIS
Warren Cozzens
Ben Farmer
222 West Adams Street
Ran. 7457

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 7-1550

SAN FRANCISCO, CALIFORNIA
Raytheon Manufacturing Co.
49 California Street
Sutter 1-0475

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

WILMINGTON, CALIFORNIA
Raytheon Manufacturing Co.
404 North Avalon Blvd.
Terminal 4-1721

RAYTHEON
MANUFACTURING COMPANY
Waltham 54, Massachusetts
RAYTHEON
Excellence in Electronics
Complete AM, FM, TV
Station Equipment
• • •
Microwave Relays

COLD WAR

AFTER deciding against carrying *Chesterfield Supper Club* owing to conflict with its frost warnings to citrus farmers [BROADCASTING Nov 22], KFI Los Angeles informed the listening public of its decision last Monday.

The message ran as follows:

"Ladies and gentlemen, we earnestly request your careful attention to the following vitally important message from the management of KFI. This is the eighth consecutive year in which KFI has broadcast, during the winter months, the nightly frost warnings, an invaluable public service to the Pacific Southwest's two hundred million dollar a year citrus and agricultural industry.

"In all this time KFI has not asked for listener reaction to this service. We do so now. We should like all of you who hear these nightly frost warnings to write to KFI. A penny post card will do. We have, of course, received much evidence from many sources that these frost warnings help save millions and millions of dollars annually in Southern California and far western Agricultural crops.

"But to bring them to ranchers and growers, we have perhaps inconvenienced metropolitan listeners by forcing them to forego from one to five minutes of radio entertainment. We now ask these metropolitan residents, and other listeners, with no direct interest in agriculture—are you willing to have us continue to break into your radio entertainment in order to provide this brief but highly valuable service to the richest agricultural area in the entire nation?

"KFI, by virtue of its clear channel and 50,000 watts of power, is the only station which can reach all the ranchers and growers in the area. And this hour—9 o'clock California daylight time, which is 8 o'clock standard time—has been determined over a period of years by the grower as the most desirable time to broadcast the warnings. But even if this were not so, and the frost warnings were broadcast at some other hour, they would still cut into the entertainment of some listeners.

"Circumstances have forced us to make a decision—either we discontinue the frost warnings, or we retain them at the expense of dropping from our schedule the *Chesterfield Supper Club* which has been heard for many years in this segment of time. We ask that you consider carefully these factors: On the one hand, a high caliber 15-minute musical feature;—on the other, immeasurable assistance in the successful fruition and assured harvesting of two hundred million dollars worth of the nation's food products.

"In the opinion of KFI there is but one choice—the sacrifice of entertainment for service. However, we feel that it is only fair that our listeners be given the chance to either sustain or veto this choice. In the meantime, the *Chesterfield Supper Club* will not be heard. . . ."

Time on My Hands

RADIO SETS the size of wrist watches are now feasible because of development of the transitor, Dr. Joseph A. Becker, research physicist of the Bell Telephone Co. Labs, told the Philadelphia Chapter, American Institute of Electrical Engineers Nov. 15. Dr. Becker, discussing the transitor, which he helped develop, said that although it is but one-half inch long and one-quarter inch in diameter, it can replace a radio tube. He added that it can be manufactured more cheaply than tubes.

KFI Listeners to Decide Frost Warning Fate

LINKROUM RESIGNS WTOP PROGRAM POST

RICHARD LINKROUM, program manager of WTOP Washington, last Friday tendered his resignation, to be effective at an unannounced later date.

Mr. Linkroum is currently deferring announcement of his specific future plans. No successor for his post has been named, it was indicated.

Coming to CBS New York in 1937, Mr. Linkroum completed a general apprenticeship course and was assigned to the network's program department in which he served for three years. From 1939 to 1940 he was night network operations supervisor. He served in this capacity until joining WTOP as program manager in Dec. 1941.

Mr. Linkroum joined the Navy in 1942 and served on sub-chasers during the early part of the war. Later he entered public relations work in the Navy and served as one of the two Navy radio correspondents providing on-the-scene coverage of the Okinawa invasion.

Returning to WTOP in January 1946 as a producer-writer, he prepared the serial known as *Janice Grey*. He was again appointed program manager of WTOP in November 1946.

Miles Renews

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-a-Day Vitamins), has renewed sponsorship of *Queen for a Day* on Mutual for the fourth consecutive year. Half-hour series runs Monday through Friday, 2 to 2:30 p. m. EST. It is currently heard over 425 coast-to-coast Mutual affiliates. Wade Advertising, Chicago, is the agency.

Petition Is Filed Opposing STA Ban

Day, Limited-Time Group Asks Reconsideration of Rule

A PETITION which may provide the vehicle for reconsideration of FCC's ban on special temporary authorizations for after-hours operations by AM stations was filed with the Commission last week by a group of daytime and limited-time stations.

Contending that the FCC already has publicly abandoned the views upon which it based its STA ban [BROADCASTING, July 5], the petition offered a proposed rule which would permit issuance of STA's upon proper showing and with provision of opportunity for objection by stations that might be affected.

Several FCC sources indicated they might be inclined to reconsider the STA ban on the basis of the petition. It was filed by Marcus Cohn of the Washington law firm of Cohn & Marks on behalf of WOI Ames, Iowa; WKAR East Lansing Mich.; WNAD Norman, Okla. WNYC New York, and WHCU Ithaca. It asked for rule-making proceedings or, at least, for oral argument.

The petition pointed out that in adopting its STA ban the Commission held that special local programs, for which AM daytime and limited-time stations previously secured STA's, would henceforth be available on FM. But in defending an AM grant it made in the Easton Publishing Co. case [BROADCASTING, Nov. 22], the petition emphasized, FCC maintained that AM and FM stations must be considered separately.

Claims Distinction

Commission counsel devoted the major part of his argument [in the Easton appeal] to a showing of the distinction between AM and FM service and emphasizing, in response to the Court's inquiries, that it was necessary for the Commission to consider these two services entirely apart in considering the Congressional mandate "for equitable distribution of radio service," the petition declared.

By its contentions in the Easton case, the petition maintained, FCC has made it "abundantly clear that there is no merit" to the Commission's prior argument that the availability of FM stations makes AM STA's unnecessary.

The STA ban was fought vigorously by WNYC New York in an effort to secure permission to operate after hours on election nights to carry local voting returns. WNYC's bid for all-night operation on that occasion was turned down by a 3-to-2 vote, Comrs. Robert F. Jones and Freida B. Hennock dissenting [BROADCASTING Nov. 1].

FREED RADIO Corp., New York, has announced delivery of new Freed Eisemann Regency high fidelity radio phonograph equipped with dual-speed record changer. Retail price is $595.

BMB Revamped

(Continued from page 22)

out that in asking for a review of the methods of determining nighttime audiences the NAB was not questioning either the representatives of the BMB sample nor its method of tabulating the ballots.

Confusion in Timing

He said, however, that at certain seasons and for certain stations the BMB nighttime audience figures may reflect listening at twilight, during the 90 minutes immediately following sunset, rather than true nighttime listening. This supposition is supported, Mr. Shafto said, by engineering data indicating the inability of listeners to hear some stations regularly at night until sign-off in places where BMB reports sizable nighttime audiences on a basis of weekly listening.

He urged BMB to take engineering data into account as a guide for the evaluation of the significance of ballots received from such areas. This recommendation agreed with that submitted by the BMB research committee, which had requested the BMB board to form an engineering advisory committee. The board forthwith approved the formation of such a committee.

The board also instructed the research committee to study the relationship between ballot findings and accepted engineering data to distinguish between areas in which a station is or is not regularly available for nighttime listening, in accordance with the NAB recommendation for a review of the BMB methods.

Sales Campaign

The NAB report also recommended an "aggressive promotional and sales campaign" for BMB with the goal of pushing the station subscriber total past the 1,000 mark before the 1949 survey is made next March.

BMB now has about 650 AM and 100 FM station subscribers. The BMB board approved the idea but made no specific plans for putting it into effect at the Monday meeting. A suggestion for establishing rate quotas which might reduce costs to individual stations was discussed and will be studied.

To NAB's further recommendation that BMB endeavor to have subscriber stations identified by a seal or insignia in directories and elsewhere, BMB pointed out that proofs and mats of the BMB sign had been given to all subscribers and furnished also to publications most likely to use them. The BMB board, however, agreed to see that reminders are sent to stimulate a more extensive use of the identifying material.

The NAB proposal that BMB eliminate all reference to non-subscribers in its published reports of audience data ran headlong into a recommendation of a special BMB committee on this subject. The committee recommended fuller disclosure of non-subscriber data than was in the first study reports. Those listed non-subscriber stations but in place of figures showed "N. S."

Data Available

The NAB argument for elimination of any mentions was obviously based on an unwillingness of subscribers to carry the others without payment. The special BMB committee felt that since data on all stations are available it is a shame not to use them.

Extended discussion of the whole problem led to a proposal by Mr. Shafto that non-subscriber data be divulged to subscriber stations for their restricted use. The BMB board approved the suggestion in principle, without making an attempt to define "restricted use" or to outline any procedural plans at that time.

The BMB board expressed its gratitude to the NAB board and to Messrs. Shafto and Terry for their constructive suggestions. It heard reports on the progress of BMB's investigation of various electronic measurement techniques. It took no action on the proposal that BMB appoint a television coordinator.

Those present were: For AAAA: Frederic Gamble, president, AAAA; Melvin Brorby, Needham, Louis & Brorby; Leonard Bush, Compton Advertising; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; C. Burt Oliver, Foote, Cone & Belding, and D. E. Robinson, C. J. LaRoche. For ANA: Paul West, president ANA; Joseph Allen, Bristol-Myers; Albert Dempewolff, Celanese Corp., and A. H. Caperton, Dr. Pepper Co. For NAB: Hugh M. Beville, Jr., NBC; Roger Clipp, WFIL Philadelphia; Harold Ryan, Fort Industry Stations; E. P. H. James, MBS; Robert Mason, WMRN Marion, Ohio; Hugh Terry, KLZ Denver.

Guests were G. Richard Shafto, WIS Columbia, S. C.; Kenneth Baker, NAB; Laurence Casey, BMB counsel; Harper Carraine, CBS; Mary Dunlavey, Pedlar & Ryan; H. K. Boice, WQXR New York; John Kurie, ANA; Howard Reilly, J. Walter Thompson Co.; Sherman Gregory; Eugene Katz, The Katz Agency; Hans Zeisal, McCann-Erickson, and Harry Spence, KXRO Aberdeen, Wash.

For BMB: Hugh Feltis, John Churchill, Philip Frank and Cort Langley.

'NEW' ARMY TOUR
Industry Heads Air Views on WRBL

WRBL Columbus, Ga., gave its listeners an exclusive "earwitness" account of "new" Army viewpoints and modern training methods used by the Ground Forces during a forum-type broadcast from Fort Benning. Occasion was on inspection tour of Army and Navy installations by industrialists as guests of James V. Forrestal, Secretary of Defense.

The visitors discussed education of troops, communication between field units, the importance of research and the use of equipment in modern commercial broadcasts, and troop transportation.

George Theeringer, WRBL news director, arranged the broadcast through the post information office at Fort Benning, where the station maintains a radio booth for direct pick-ups of events there.

Industry heads included Davidson Taylor, CBS vice president; Robert R. Young, president, Chesapeake & Ohio Railroad; Dr. Oliver E. Buckley, president, Bell Labs, and Winthrop Aldrich, board chairman, Chase National Bank.

After the program, Jim Woodruff Jr., WRBL executive manager, gave a dinner in honor of the guests.

* * *

Participating in WRBL forum broadcasts are (l to r) Messrs. Young, Theeringer, Buckley, Aldrich and Taylor.

Democracy Jingles

IN A HOLIDAY mood, three New York retail firms sold democracy instead of merchandise on Thanksgiving this year, using once again prize-winning jingles on theme "Little Songs on Big Subjects," instead of regular commercials. Advertisers are Barney's Clothes, National Shows and Canadian Fur Corp. Emil Mogul Co., New York, handles advertising for retailers, who were first to use these jingle series, taken from Bill of Rights, on commercial spots and programs. Songs have been awarded major radio prizes.

Frank C. Westphal

FUNERAL SERVICES for Frank C. Westphal, 59, musical director of several Chicago stations in the twenties and director at WBBM from 1933 to 1935, were held Saturday in Chicago. Mr. Westphal, who led one of the best known dance orchestras in the midwest, died Wednesday in Bridgeport, Conn.

They Say . . .

"IT IS not surprising that radio comedians are aroused by a ruling which has caused one of their number to caution his studio musicians against laughing or singing while on the air. . . . The AFRA ruling will be a blow to comedians who have depended on their musicians to contribute to the hilarity. . . . Now that sort of sure-fire response to the comedian's efforts is a thing of the past—unless the show is willing to pay the extra price. But the average radio joke is hardly worth the investment. . . . If the AFRA ruling should cause the radio people to put out a better brand of humor, it will be welcomed by radio fans everywhere."

From an editorial in the Washington Evening Star.

TV Seen as Magnet For New Ad Money

TELEVISION is the "most profitable medium for mass merchandising yet devised," E. Jonny Graff, production and program manager at WBKB(TV) Chicago, told members of Chicago's Television council at the regular meeting last Wednesday in the Tavern Club.

"Television speeds up the movement of goods, and will attract new money," he said, pointing out successes of Bigelow-Sanford rugs and Macy's Department Store, as new advertisers, in New York. Mr. Graff, who joined the Balaban and Katz station two weeks after doing television production for Donahue and Coe agency, New York, asserted that repetition is not necessary in TV spots and that the "cute commercial is doomed to lay an egg after the first or second show."

Must Learn Technique

"Pennies are now doing the work that dollars will do later," he said. He explained that agencies and stations must learn an adequate and inexpensive way to "do a good selling job," as, for example, using narration over film. One answer, he explained, "is to pay the way first and then get artistic." WBKB, for instance, is selling inexpensive spots on a new participation show to attract sponsors, on the theory that commercial appeal should precede "sustaining charm."

Believing that a great part of television is in merchandising personalities as well as goods, Mr. Graff plans to effect local originations and build Chicago shows with Chicago talent. Costs can further be amortized with use of a teletranscriber and expensive sets which have longevity, he added.

GEO. E. HOOVER Radio Productions, Trenton, N. J., has announced placement of its *Buddy Club* on WBUD Morrisville, Pa. Wake-up show features popular and western records, spun by Fred-the-Fiddler.

Noble-Skouras

(Continued from page 21)

ownership of ABC, the AM network has grown from three owned stations to five and from 163 affiliates to approximately 252, in addition to its expansion into both FM and TV.

Mr. Noble, then owner of WMCA New York, acquired ABC—at that time the Blue Network—from RCA for $8,000,000 in a transaction that was approved by the Commission Oct. 12, 1943, after a hearing [BROADCASTING, Oct. 18]. The transfer included approximately $1,400,000 in accounts receivable, which reduced the actual cost to Mr. Noble to $6,600,000.

Two Class 1-A's

The owned stations then consisted of two Class 1-A outlets—WJZ New York and WENR Chicago, which shares time with WLS Chicago—and one 1-B: KGO San Francisco.

The network bought KECA from Earle C. Anthony, also owner of KFI Los Angeles, for $800,000 in 1944, and WXYZ Detroit from King-Trendle Broadcasting Corp. for $2,800,000 in July 1946.

WJZ, WENR, and KGO are all 50-kw stations—WJZ on 770 kc, WENR on 890 kc, and KGO on 810 kc. KECA, on 790 kc, and WXYZ, on 1270 kc, are both 5 kw regionals. Each of the AM stations has an FM as well as a television affiliate.

Twentieth Century has five television applications, all of which would be withdrawn upon acquisition of ABC. The applications, all tied up in hearings, are for San Francisco, Seattle, Boston, St. Louis, and Kansas City.

Under FCC's rules, the only alternative to withdrawing these would be to sell an appropriate number of the TV outlets acquired from the network.

Mr. Noble, former Undersecretary of Commerce and the first chairman of the Civil Aeronautics Authority, entered the field of radio ownership through the purchase of WMCA New York in 1941 from Donald Flamm, who charged later that he was "forced" into the transaction. The purchase price was $850,000. When he acquired the Blue, Mr. Noble sold WMCA to present owner Nathan Straus and associates for approximately $1,255,000.

FCC Rule

ABC's predecessor Blue Network was formerly owned by RCA along with the present NBC. After its chain broadcasting investigation FCC adopted a rule which would forbid multiple ownership of networks serving substantially the same areas. This rule was suspended "indefinitely" after RCA indicated its willingness to dispose of the Blue, but after the sale the regulation was put back on the books.

In 1943, the year Mr. Noble bought the network, ABC reported time sales of $15,900,000. Last year the gross figure was put at $43,548,057. This was a gain of 7.22% over the 1946 total.

An expansion of the network's ownership was accomplished by a stock issue authorized in 1946. Officials' testimony before FCC at that time said the proceeds would be used to retire approximately $4,000,000 in bank loans, pay the $2,800,000 purchase price for WXYZ, and invest $3,200,000 in television and FM and in expansion of AM. This issue, it was pointed out, would reduce Mr. Noble's interest from 71% to about 36%. This plan, however, subsequently was modified, and Mr. Noble wound up with 53%.

The stock market itself provided a tipoff on negotiations for purchase of the network by the movie company. ABC stock gained two points during the week, closing at 9 on the day Mr. Skouras announced 20th Century-Fox's plans.

ABC's long-term debt consists solely of $5,000,000 worth of 4% promissory notes due May 1, 1960.

Aside from the interest evidenced by its applications, 20th Century-Fox's view of television as a "challenge" to the motion picture industry has been well known. Mr. Skouras has predicted TV will "revolutionize the entire entertainment industry," but said he fee's the challenge also offers movies their "greatest opportunity to open up new entertainment frontiers." He has predicted that "within seven years television and motion pictures will be woven into one big entertainment industry."

WARC Rochester's first anniversa birthday cake is cut by station execu tives at party given for represent tives of advertising agencies and the clients. (L to r): Stuart Frame, WAR vice president; Wanda Townsen secretary-treasurer, and S. W. Tow send, president and general manage

'PRODUCE YOUR OWN TV'

Filming and Exchange of Local Productions Advocated by Veteran Showman

WHILE many television stations are demanding more specially produced film and larger facilities, Bob Greer comes forward to advocate more live shows and greater production on the local level.

In addition to these live programs, he suggests they be filmed and that a number of the stations in an area get together to exchange these films on a co-op basis—cutting the cost to each station and giving better video fare to the viewers.

Telecasters in 'Fog'

Citing discussions with many station managers who contemplate the addition of video, Mr. Greer feels that "for the most part they find themselves in a veritable labyrinth of mystery and fog.

Mr. Greer

"On every hand they seem to be madly scrambling for some method of filling 12 hours a week. . . . Buying old, worn-out film from every Tom, Dick or Harry that happens to offer it for sale. Blindly, they are doing their very best to discourage the listener-viewer before poor little video even gets a chance at a fair break."

At the suggestion of local production, Mr. Greer states: "They turn green at the mere suggestion of producing their own entertainment locally . . ." and on cost and time they feel "that it would take hours of rehearsals, tremendously big studios, enormous crews, fabulous amounts of equipment.

"I'll admit that seems to be the general idea. But it is utterly ridiculous. Any really experienced production man with a cast that is anywhere near seasoned can produce at least three fifteen-minute shows a day, five days a week in a nine-hour day, after the group spends a week or so in learning to work harmoniously."

To supplement the work of the local station groups, Mr. Greer advocates several stations in the same area combining to produce a steady stream of entertainment and to further cut costs.

"The primary need of any good TV operation is one fairly large main studio with a conveniently located store room for props. With a very small budget the producer with imagination can have at his finger-tips over a hundred small scene studios. Couple this with the proper 'dummy' film clips and with an initial cost of perhaps $2,000 plus one boom orthicon and one dolly you are ready to shoot just about any story any writer can dream up."

For those who raise the question of a cast having to work from memory, Mr. Greer says, "Stock slides in the right places will take care of 90% of the spoken lines after three readings."

By filming the programs off the tube with a 16 or 35mm camera, the cost can be cut even further with an interchange of programs.

"This does not take into consideration the various ad lib musical shows that would be available and highly acceptable. I am even convinced that a telecast of actual AM broadcasts of some pop singer, announcer and pianist would be very entertaining. Yes, microphone and all."

BOB GREER at present is morning news editor and reporter at WNOX Knoxville, Tenn. He was formerly station director of KPRK Livingston, Mont. Born at Des Arc, Ark., 43 years ago, he has had wide experience in the theatre and summer stock. He also spent some time on KFAC and KFWB Hollywood during which time he became friends with Warner Bros. personnel and gained an insight into the movie business.

RTDG, Negotiators To Start Meetings

PROCEDURE for negotiating contract for freelance aural radi directors was ironed out Wedne day at a meeting in the Roosev Hotel, New York, between Radi and Television Directors Guild an a committee representing sponsor agencies and package owners.

According to a joint statemen of both sides, negotiation wi shortly be begun between th guild and a group of negotiator supplied by the networks, with ob servers sitting in from the 4 A's package owners and sponso groups.

The object of these discussion will be to arrive at a code of fai practice governing the employmen of all freelance directors who direc national network programs. It estimated that about 500 direct would be covered by the agreemen which would be the first to p them under a guild contract.

Points Involved

In the forthcoming negotiation minimum fees, vacations with pa guild shop, audition practices an air credits are among the matter to be thrashed out.

Walter Craig of Benton Bowles, chairman of the 4 A's radi and television committee, heade the management group while Ne man H. Burnett, executive secr tary of the guild, represented t directors in the meeting wh settled the procedural problems.

Ralph Eddy

RALPH EDDY, 32, announcer a former assistant farm director WGN Chicago, was killed early M Monday morning when his car c lided with a diesel locomotive suburban Franklin Park. Mr. Edd who joined the station in 1941, w well-known to rural listeners, as opened WGN daily at 5:30 a. with farm and general news. Su vivors include his wife, Marguerit and two children, Ralph Jr., 7, a Lynne Jo Anne, 2.

TOP OFFICIALS of the new Arkansas Associated Press Broadcasters are Leon Sipes (l), manager of KELD El Dorado, president, and Al Godwin, manager of KFPW Fort Smith, vice president. Messrs. Sipes and Godwin were elected at the organizational meeting held Nov. 14 at Little Rock.

BCI ADDS ON WOL
Coal Institute Pleased With Radio

RADIO's power as a public information medium received another boost on the back Nov. 15 when the Bituminous Coal Institute renewed and lengthened its program on WOL Washington. The institute is the public relations department of the Nat. Coal Assn. and presents *Congress Today* Monday through Friday.

Time of the program changed from 6 p.m. to 6:30 and it is lengthened from ten to 15 minutes. Each program carries a brief news item about coal, supplied by the sponsor but separate from the report. This is the only "commercial" carried.

In announcing renewal, Ralph C. Mulligan, BCI public relations director, said: "Our decision to continue the program testifies to the fact that we were well pleased with our experience with this program during the past 12 months.

"The Washington radio audience is of the first importance when it comes to presenting facts that touch upon the national economy. . . BCI sponsored the *Congress Today* program to obtain a channel of communications with this important audience."

Commenting on the format of the program itself, which is regularly conducted by Albert L. Warner, chief MBS Washington correspondent, Mr. Mulligan said: "In bidding for audience attention in competition with the great number of news programs that are on the air between six and eight each night, we decided upon a program focused on spot news of Congress and the Government, and the why of it, plus good reporting of what was ahead in the Congressional picture—a specialized news report rather than a general news summary."

S. DAKOTA AP RADIO GROUP IS ORGANIZED

ASSOCIATED PRESS radio members in South Dakota Nov. 14 formed a state association with Morton H. Henkin, president of KSOO Sioux Falls, as temporary chairman. The organization meeting was held in Huron in connection with a session of the South Dakota Broadcasters Assn.

Mr. Henkin appointed a nominating committee to propose a president, vice-president and secretary-treasurer of the new group. The committee is composed of A. A. Fahy, general manager of KABR Aberdeen, and Irving R. Merrill, general manager of KUSD Vermillion.

There are now 25 state or regional AP radio associations, covering 37 states, Alaska and the District of Columbia, according to AP records.

Radio Praised

RADIO has chalked up a splendid record in selling brotherhood, according to Robert Schmid, Mutual vice president of station relations. Mr. Schmid participated in a panel discussion, part of a two-day Institute of Human Relations, Nov. 17 and 18, sponsored by New York's Columbia U. and National Conference of Christians and Jews. He quoted Dr. L. D. Reddick, curator of the New York Public Library, who has said "Radio gives negroes the fairest treatment of any of the mass media." Mr. Schmid enumerated the types of radio presentations beir.g dedicated to stamping out prejudice.

News

PAUL MORRIS, former news editor at WCAO Baltimore, has joined WJBK Detroit as newscaster.

TONY WILLIAMS has joined KCMO Kansas City, Mo., as sports editor. During war he handled all special events for Blue Danube Network in European Theatre.

Mr. Williams

HAL KOSUT, former chief announcer and acting program director for WLCR Torrington, Conn., has joined WHLI Hempstead, Long Island, N. Y., as news anouncer.

MAX R. SHOHET has been appointed manager of Washington office of Radio Reports. He has been with Radio Reports for past two years.

HUGO SPECK, foreign news editor of WFAA Dallas, has resumed his fall series of weekly commentaries, Tues. 10:15 p.m.

PAUL VISSER, assistant director of agriculture for NBC at its Central Division, is the father of a boy, Philip Albert.

STARR SMITH, news director and commentator for WABB and WABB-FM Mobile, Ala., has been elected to membership in the National Press Club, Washington. Mr. Smith was incorrectly listed as Peter Smith in BROADCASTING, Nov. 15.

N. Y. Video Committee To Join Fight Against VD

AN INFORMAL committee, composed of executives from all five of New York's television stations, has been formed to cooperate in the city's all-out fight against venereal disease [BROADCASTING, Nov. 22].

The committee consists of Tony Krober, WABD program director; Carl Warren, WPIX special events director; Beulah Jarvis, WNBT film director; Robert Bendick, special events director, WCBS-TV, and Steve De Baun, special events director of WJZ-TV.

All TV stations in Manhattan have agreed to use films on the subject at hours when the greatest adult audience will be viewing their sets and when children should be asleep. Films will be circulated among the stations for use on successive nights.

KWKH-FM in Shreveport Starts Service Nov. 21

THE FM service of KWKH Shreveport, La., started Nov. 21 with 43 kw on Channel 233, 94.5 mc. The station is operated by International Broadcasting Corp., owned by *The Shreveport Times*.

John D. Ewing, editor and publisher of *The Times*, spoke during the 30-minute dedication program. Also heard were Henry B. Clay, KWKH general manager; J. J. Mickle, president of Centenary College, and Mayor Claude E. Fant. KWKH-FM will duplicate the programming of KWKH for the present, the station announced.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

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General Manager

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WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

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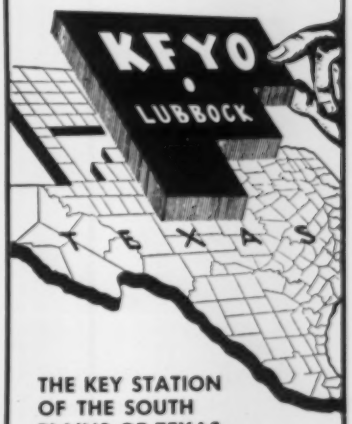

THE KEY STATION OF THE SOUTH PLAINS OF TEXAS

Because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.

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RADIO REPRESENTATIVES, INC.
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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager wanted by southern station established over ten years. Network affiliate in market 75,000 to 100,000. Owner-management. Excellent opportunity for high class sales executive. Furnish complete information and photo. Box 322, BROADCASTING.

Assistant manager, announcing, sales, program, wanted immediately, 250 watt local daytime station, rural Texas Panhadle, ready go on air, fine opportunity ambitious young man. KEVA, Shamrock, Texas.

Salesmen

Iowa regional affiliate has honest offer for livewire local salesman. Box 317, BROADCASTING.

Salesman for Muzak franchise wired music company. Commission and/or salary. Southern location. Must be livewire. Can purchase up to 50% of business if desired. Excellent opportunity for right man. Box 332, BROADCASTING.

Salesman—Man experienced in selling radio advertising and capable of taking on other executive duties. WKBH, La Crosse, Wisconsin.

Salesmen calling on stations—non conflicting side-line. Healthy commission. Worth effort. Box 380, BROADCASTING.

Dynamic 500 watt daytime independent wants experienced salesman immediately. Favorable financial terms. WNLK, Norwalk, Conn.

Announcers

Announcer—Successful daytime operation desires announcer strong on news, sports and punch copy. Please mail, don't phone disc, background and salary requirements to Manager, WMLO, Milwaukee.

Experienced combination DJ-announcer. Leading midwest station. Send air checks, photo, background and salary requirements. Box 339, BROADCASTING.

Combination man, first class ticket necessary, good voice essential. Position open at local network station, Charleston, South Carolina. Send full particulars and disc or tape. Box 280, BROADCASTING.

Combination announcer-engineer, with first class ticket, wanted by progressive network station. Start at $60.00. No students need apply. Submit audition disc to Doyle Osman, KXO, El Centro, Calif.

Announcer — Competent commercial man for 5 kw network affiliate northern New England. Permanent position for consistent, all-round man in good working setup. Your minimum and radio story in letter with disc, please. Box 196, BROADCASTING.

5000 watt, CBS affiliate, has opening experienced mature staff announcer. Education, good references paramount. J. D. Swan, WCAX, Burlington, Vermont.

Two combination men. One emphasis announcer, the other emphasis chief engineer. WSSO, Starkville, Miss.

Announcer-engineer with emphasis on announcing. Rocky Mountain network station. Send disc and full information. Box 372, BROADCASTING.

Experienced morning man, accent on record shows and news. Fine opportunity for right man on eastern network affiliate, AM-FM. Send disc, picture and qualifications. WPLH, Huntington, West Virginia.

Announcer-engineer with emphasis on announcing. Inexperienced man accepted if references indicate you will stick. Box 348, BROADCASTING.

Technical

Wanted — Transmitter engineer first class license. No experience necesasry. Write, phone or wire WHOS, Decatur, Alabama.

Florida University wants man with first phone to teach technical classes, maintain and operate remote studios. Prefer degree. Box 367, BROADCASTING.

Help Wanted (Cont'd)

Wanted—12 radio broadcast technicians with radio telephone first class licenses, to begin work within next 90 days. Pay better than average. Location southeast. Give references, whether presently employed, also last employer. Box 329, BROADCASTING.

Connecticut station needs engineer, with first phone—$40.00 for 40 hours, $45.00 in one month. Car necessary. Box 330, BROADCASTING.

Wanted. Transmitter operator. First class license. No experience necessary. Salary $45.00 for 40 hours. Box 337, BROADCASTING.

Engineer, first phone ticket. Single man preferred because of local housing shortage. State salary requirements, experience, full background and employment record first letter. W. W. Walrath, Manager, WICA, Inc., Ashtabula, Ohio.

Engineer-announcer and engineer, permanent positions, state qualifications, reference and salary requirements. WIKC, Bogalusa, La.

Experienced engineer-announcers, announcer salesmen. Northern New England. Interview Boston, Mass. State salary, details, disc immediately. Box 268, BROADCASTING.

Engineer-announcer wanted immediately. 250 watt local daytime station, rural Texas Panhandle, ready go on air, experience unnecessary. KEVA, Shamrock, Texas.

California television station needs transmitter engineer and studio engineer. Considerable experience required. Inexperienced persons please do not reply. Box 347, BROADCASTING.

Chief engineer wanted—250 watt, fulltime network midwest small market station desires experienced, industrious, loyal chief. Must be neat in workmanship, proud of perfection, reliable beyond reproach. Permanent to right man. Start at $70. Address full reply and picture to Box 350, BROADCASTING.

Chief engineer wanted 500 watt midwest educational station, must be qualified to instruct course in radio fundaments. $58 per week. Give complete details first letter. State when available. Box 375, BROADCASTING.

Production-Programming, others

Program director for network affiliate in active midwestern market. Production and writing background requisite. Must have creative ability and successful record of showmanship. Write Box 334, BROADCASTING.

Wanted. Experienced continuity writer for 1000 watt North Carolina independent station. Salary commensurate with ability. Genial atmosphere. No floaters wanted. Box 336, BROADCASTING.

Wanted—Continuity director 5000 watt Mutual affiliate located mountain states. Start $70.00. Box 338, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Connecticut Mutual Network seeks program director experienced in sportscasting and play-by-play. Send complete background and salary expected. Box 382, BROADCASTING.

Situations Wanted

Managerial

Experienced manager. Produces profits, good will. Permanent family man. Northeast. Box 360, BROADCASTING.

Employed — season manager — seeks change. Good appearance, even tho crippled. Knows managing, sales, programming, etc. Box 379, BROADCASTING.

Station manager. Thirty-eight year old family man with eleven years of station management experience, six years at one regional, five years at one local. Have successfully established network local, now want to settle permanently as manager of progressive metropolitan regional. Will guarantee loyal businesslike operation. Box 351, BROADCASTING.

Situations Wanted (Cont'd)

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Station manager and staff: Immediately available, experienced staff nucleus to take over station operation and make it pay. Harmonious team, proven by actual operational experience. Box 310, BROADCASTING.

Manager available February first. Won't bite on hunting, fishing and scenery pitch. Aggressive ownership willing to give free hand to executive ability and careful business management is what I seek. Thorough agency and station background. Married and children. Active community projects. Twenty-three years sound experience. Now with western station with knowledge of this advertisement. Will arrange personal interview with reliable owners. Box 309, BROADCASTING.

General manager: Ten years experience all phases radio. Strong on sales and community service. Best recommendations. Consider program directorship midwest. Box 298, BROADCASTING.

Commercial manager—salesman: Experienced sales manager available near future. Successful record as manager —commercial manager six stations. Desires to specialize in sales work. Market must be good enough guarantee minimum $100 weekly. Reply Box 294, BROADCASTING.

Mr. Station Owner! Cut your executive payroll with this combination manager-sales manager-program and promotion director. Fourteen years experience. Highest trade references. Box 287, BROADCASTING.

Attention California, southwest! New York director and producer must move to sunshine. Twelve years radio knowledge and showmanship used on CBS, ABC, and MBS. Available as manager or program manager with authority. Must offer permanency, opportunity and reasonable salary. Box 282, BROADCASTING.

General manager with 22 years overall experience, desires change to midwest. Proven management success backed by excellent sales record and well founded programming experience. Civic minded. Family man. Can be available in thirty days. Personal interview preferred. Box 277, BROADCASTING.

Manager—Salary secondary to working and living conditions. Ten years manager network affiliate plus ten as program director, newscaster, musician, etc. University graduate. Some capital. Excellent references. Interview possible. Available short notice. Might consider allied field or good program directorship. Box 160, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Alert, aggressive station manager, presently employed in managerial post desires change due to living conditions. Well known in industry with twenty-two years experience. Handle personnel well, full knowledge of writing, production, news, promotion and sales. Has won fifteen major promotion awards. Professional voice and likable personality. Married, two children, no drinker. Wife also experienced traffic manager. Will furnish any information desired. Make reasonable offer. Box 384, BROADCASTING.

Commercial manager — salesman, 32. Prefer small or average size community where I can become active in community life and do productive job for station. Navy vet. Stable. Good background. Excellent references. Box 385, BROADCASTING.

Salesmen

Specialist in selling, promoting and producing radio and TV commercials desires position in established firm preferably in east. Box 320, BROADCASTING.

Announcers

Announcer presently employed 250 watter. Experienced all phases. Disc, photo, references. Prefer midwest, available January. Ralph Charles, WBRW, Welch, West Virginia.

We go together! Husband, topflight commercial announcer. Qualified for special events, news, disc jockey. College education. Wife, continuity, traffic, women's shows. University degree. Now employed at powerful midwest independent. Prefer far southeast or southwest. Box 343, BROADCASTING.

Announcer—Experienced, vet, single, 23. Professionally trained. Handle all phases; some continuity, production. Eastern, southeastern U.S. preferred. Box 342, BROADCASTING.

Situations Wanted (Cont'd)

Announcer only—Age 24, married, years of college, the School of Radio Technique, Radio City, NYC, former employed southeastern NBC affiliate, person, no disc. Don Brown, 130 Ave., San Mateo, Calif.

Announcer — Basketball play-by-play experience. Travel anywhere. Presently employed. Box 327, BROADCASTING.

Announcer—Steady, reliable, above capable. Will appear in person 250 mi NYC. Box 333, BROADCASTING.

Disc jockey, formerly program direc 5000 kw, all night disc jockey 50,000 Past summer had disc show from h in largest resort area. Now have show from leading supper club four hour afternoon show. Can furn proof mail pull. Specialize ad-lib, dience participation, special even Sponsor and management referenc Desire permanent connection with o standing station. Box 328, BROA CASTING.

Good all-round staff announcer wa permanent position, immediately opportunities. One year experience phases. Travel, photo and disc. B 326, BROADCASTING.

Experienced announcer. Two years kw-250 watt independent. Versati with accent on platter, news, comme cials. Distinctive voice—consistent. B 325, BROADCASTING.

Announcer — Graduate Radio Dra Workshop. Married veteran. W travel. Got the ambition, need the e perience. Disc available. Box 2 BROADCASTING.

Station spice: Woman commentato university graduate, experienced children's and women's programs, sp cial events, continuity and traf Prefer south, southwest. Box 2 BROADCASTING.

Announcer with one year under belt on the loose. Year experience kilowatt includes fulltime staff. D news, everything. Good, pleasant voi Write Box 321, BROADCASTING.

Announcer seeking position on netwo affiliated station. Four years experien Some experience as chief announc and program director. Married, 3 ch dren, 25 years old. I want to set down. Write Box 324, BROADCAS ING.

Florida — announcer — license, exp enced, ability $60.00 week. Polio v tim. Thanks. Box 377, BROADCAS ING.

Young veteran, graduate of top ra school, willing. Discs on request. B 373, BROADCASTING.

Announcer, graduate leading ra school, disc upon request, married v eran. Also some knowledge of cont board, script writing, singing, act Box 366, BROADCASTING.

I offer 5 experience-filled years of s cessful program directing and a nouncing to a metropolitan station esiring a smooth, stable announcer. B 359, BROADCASTING.

Young, 24, ambitious Canadian se announcing position. Graduate U. radio school. Some experience in D troit area. Willing to travel. Pre Michigan, Box 353, BROADCASTIN

Topnotch sportscaster, play-by-p man with three (3) years radio exp ence, former three (3) letter col athlete, desires sports position. C rently employed. Box 368, BROA CASTING.

Top announcer. Experienced staf Versatile. Disc will do my talki Box 369, BROADCASTING.

Staff announcer available. Well trai and experienced radio acting, tinuity writing staff announcing. C lege graduate. Photo, disc availa on request. Box 374, BROADCASTI

Young announcer, sportcaster, de position with progressive station. work for minimum salary to start. travel. Box 319, BROADCASTING

Announcer — Three years experie Excellent knowledge programm production. Presently employed. 120, BROADCASTING.

Technical

Engineer, first phone, beginner broadcasting. Two years experienc Xmitter and receiver repair. Grad of top schools, married, veteran. 25. Will go anywhere. Box BROADCASTING.

Operator—First phone, 2nd teleg available for broadcast or commu tions. Single, 20 trained at Melville RCA Institutes. High speed code ham experience. Box 315, BRO CASTING.

Situations Wanted (Cont'd)

Experienced, first phone, desire position as combination man. Available immediately. Married. Require $70. John Harris, 1021-1A Rainey Park, Stamford, Texas.

Need a good experienced chief engineer? Eight years experience as chief. All phases. Three constructions. Capable, conscientious, sober. Box 323, BROADCASTING.

Engineer first phone, veteran with family. 10½ months operation of 1 kw and 250 w transmitter. Available immediately. Prefer southern station. All replys will be answered. R. M. Hutchenson, RFD 2, Box 139 E, Lexa, Arkansas. Telephone Helena, Arkansas, West 381-W1.

Broadcast engineer, 23, single, six months broadcast experience with Gates and Raytheon equipment. Graduate of RCA Institutes with 1st radiotelephone and 2nd radiotelegraph licenses. Will travel. Any offer considered. John B. Drake, 610 Park Ave., New York City.

Engineer, first phone, six years broadcast experience, three as chief, wants position. X'mtr, nemo's, studio. Some announcing. Available two weeks. Box 341, BROADCASTING.

Chief engineer—Fifteen years experience, AM and FM—50 kw. College man, wants permanent situation. Will invest if desired. Available one week. Box 340, BROADCASTING.

Engineer, 24, single, veteran, four years experience, first class license, desires permanent position midwest or west. Available without car after two weeks notice. Box 308, BROADCASTING.

Well known chief engineer offers services on a permanent basis as chief TV engineer or as technical director for station with immediate TV plans. Over 20 years experience in AM, FM, TV with an outstanding record of design and construction. Interested in investment. Available January first. Box 208, BROADCASTING.

Chief engineer, AM and FM installation. Eight years 250 watt to 5 kw. Married. Box 194, BROADCASTING.

Engineer, first class ticket. No broadcast experience. Veteran, 22. New York radio school graduate. Box 365, BROADCASTING.

Chief engineer, 20 years experience, construction and rebuilding. Will build station for stock in company. I give results! Best references. All letters answered. Box 381, BROADCASTING.

Engineer experienced, have made two complete installations. Looking for something permanent. Would like small salary and small amount self liquidating stock. This however is not essential. My history on request. Box 363, BROADCASTING.

Engineer desires position in middlewest. Experienced in transmitter and control room operation. Box 371, BROADCASTING.

Florida or Texas—Chief engineer, employed 20 years. Make offer. Can announce. Box 378, BROADCASTING.

Engineer-announcer, 10 years experience. Five years announcing, chief engineer past three years. Seeking engineering, announcing, or combination station within 300 miles Memphis, Tennessee. Box 362, BROADCASTING.

Production-Programming, others

Seeking position conducting woman's program. California or western state station. Box 345, BROADCASTING.

Experienced traffic manager and controller, college graduate seeks position in California or western state station. Box 344, BROADCASTING.

TV only—Writer, experienced radio, TV free lance. Age 34. Professional and experienced movie photographer, writer, stage director-producer, professional pianist. 15 years entertainment business, 7 years Army theatricals. Now director-cameraman-producer for commercial movie company. Want TV job at salary for above; privilege of training spare time as TV cameraman-director. Box 318, BROADCASTING.

Television director. Theatre, radio, TV background. Will travel. Now in NY. Box 292, BROADCASTING.

Sales — program promotion — Experienced sales-program promotion man available very near future. Successful record in all phases radio. Sales promotion work known throughout industry. $100 to $150 weekly required, definite opportunity advancement. Box 295, BROADCASTING.

Assistant time buyer for large agency interested in relocating. Complete background upon request. Box 354, BROADCASTING.

Situations Wanted (Cont'd)

Farm director with national reputation. Experienced all phases farm broadcasting and rural relations. Top recommendations midwest. Box 299, BROADCASTING.

Newsman, 25, college, daily newspaper experience. Livewire news editing, sports. Irwin Kirby, 1011 W. 2nd St., Bloomington, Indiana.

Good news editor, program director. Box 335, BROADCASTING.

Program director—Twelve years experience including announcing, producing and sales. Now employed. Will travel for interview. Box 355, BROADCASTING.

Programs not up to standard? Will revamp program department on temporary or permanent basis. Many years experience. Box 356, BROADCASTING.

For Sale

Equipment

For Sale—One kilowatt Western Electric transmitter 353B1, two WE antenna units, spare plate and filament transformers, chokes, condensors, resistors, relays, meters, tubes, etc. Transmitter and spare parts in perfect condition. Installation of 5000 watt unit is reason for selling. WSAR, Fall River, Mass.

1000 watt transmitter, RCA type 1-K. In excellent condition and perfect in appearance. Includes two sets of tubes, and assortment of spare parts and a separate cabinet rack for monitors. Price $7000. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

Two Sound Mirror type recorders. Model BK-403. KVNU, Logan, Utah.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

5 kw transmitter now in operation, meets FCC requirements, available February 1st. Exceptional value. For details write Chief Engineer, WTOC, Savannah, Ga. Also, Collins, 32-RA Xmtr with crystal for 2140 kc.

For sale—Two slightly used model number 55-A Pierce wire recorders. Also four model number 22-N Pierce battery wire recorders, never used. Address T. F. Foy, 7 West 66th Street, NYC or phone Trafalgar 3-7021.

Four bay RCA pylon antenna—170', Lehigh tower—260', 3⅛" transmission line, clamps, dehydrator. Four tower lights, beacon, flasher, everything new. WNLC, New London, Connecticut.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. Write Ray Host, Chief Engineer, Midwest Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

One Gates model 31 console, complete with power supply and tubes, wooden cabinet. In perfect condition, unused except occasional emergency service. $900. WKBY, Paducah, Ky.

For sale—One kilowatt Western Electric transmitter 353 E1. Immediate delivery. Call Bridgeport 2271, Minneapolis.

For sale: One Presto model Y-4 portable recorder. P.A. unit practically new. One model K-8 portable recorder-playback, used 6 months. Make offer. Engineering Department, Radio Station KALL, Salt Lake City, Utah.

For sale—RCA pylon antenna, 4 section, type BF-14B in perfect condition. Save $1000. Box 306, BROADCASTING.

Wanted to Buy

Successful station expanding operations, seeks to buy major market station only. Please send details in strict confidence to Box 331, BROADCASTING.

Miscellaneous

Combination men desire associates experienced in small market operation to establish new station in east Texas. About $2500 required. Confidential. Box 370, BROADCASTING.

Help Wanted

Announcers

ANNOUNCER

50 kw network affiliate in major midwest city needs top-notch commercial announcer. Send background, photo and 10 or 15 minute recording with samples of news, commercial copy and ad-lib to

BOX 376, BROADCASTING

Help Wanted (Cont'd)

Salesmen

EXCEPTIONAL SALES OPPORTUNITIES

for experienced radio time salesmen. New 10,000 watt station, with application in for 50 KW and TV, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission.

For appointment for interview write or wire

JOSEPH R. FIFE
Commercial Manager
or
LEONARD L. ASCH
Vice-President and General Manager

WPTR Albany, N. Y. — **WBCA-FM** Schenectady, N. Y.

Studios in Hotel Ten Eyck
Albany — New York

Situations Wanted

Managerial

Successful Station or Commercial Manager Available

My sales record for the past 7 years has ranged from $400,000 to $875,000 annually. I have managed major market stations and know practically every phase of network affiliate and independent operations. Personally acquainted with most national agencies and advertisers. Salary not as important as opportunity to become integral part of progressive property, be it AM or TV. Box 383, BROADCASTING.

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

NATIONAL ACADEMY OF BROADCASTING, INC.

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

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Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
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Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Employment Service

School

Engineers (TV-broadcast), personality DJ's, salesmen, writers, announcer-technicians. Get your job where over 700 broadcasters hire—RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Midwest
Major Market Regional

Located in one of the larger and most attractive midwest radio markets. A well established independent facility that has excellent earnings and a splendid potential.

The station is producing a return in excess of 25% on the purchase price of $200,000. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

XUM

A 1½ BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Hon. Rudy Alber
R. H. Alber & Co.
Los Angeles, Calif.

Dear Rudy:

T' other day th' diamond Department Store announced th' openin' o' th' firs' set o' them steps which does th' walkin' fer ya in Charleston . . . Besides havin' a show fer th' people which came down t' see 'em. They wanted t' broadcast th' openin' too. As th' Diamond wuz th' only store in Charleston with them steps—WCHS is th' only station with 5000 watts — Natcherly, th' Diamond choose WCHS . . . Ask where them 5000 watts is an' you'll git th' anser "Why stranger — at 580 o' course" cause if you don't know where WCHS is in Charleston — yer a stranger . . . We got Columbia Programs too . . .

Yrs.

Algy

WCHS

Charleston, W. Va.

Allied Arts

LEONARD G. TAGGART, former manager of purchasing for Radio Tube Div., Sylvania Electric Products, New York, has been appointed director of purchasing for entire company.

WILLIAM A. BLEES has been appointed general sales manager of Crosley Div., Avco Mfg. Corp., Cincinnati, Ohio. He was former vice president in charge of sales for Consolidated Vultee Aircraft Corp., San Diego, Calif.

Mr. Blees

H. S. MORRIS has been appointed products sales manager of Altec Service Corp., New York.

DANIEL F. LEE, formerly with Petro-Chem Development Co., has joined purchasing department of Andrea Radio Corp., Long Island City, N. Y.

IRVING BRUDER has been elected secretary of Teletone Radio Corp., New York.

WAYNE L. BABCOCK has been appointed to broadcast transmitter sales staff of RCA Engineering Products Dept., Camden, N. J. He formerly was chief engineer of KCRG and KCRK (FM) Cedar Rapids, Iowa.

LOVELL MICKLES Jr. has been appointed vice president of Radio Programme Producers, Montreal. He has been with company for past five years as account executive.

JACK DAILEY, for past four years on publicity staff of Columbia Pictures, has joined Capitol Records, Hollywood, as Pacific Coast publicity director.

F. P. BARNES has been appointed sales manager of broadcast equipment for Transmitter Div., General Electric Co., Syracuse, N. Y. He has been with company since 1937.

Television

CARL FRIEDLANDER, formerly with Aeronca Aircraft Corp., Middletown, Ohio, has joined Telespots Inc., New York, as sales manager.

LARRY FINLEY PRODUCTIONS, Hollywood, has started production of 13-week series of quarter-hour television films, *Sunday Afternoon at the Foys.*

SENTINEL PRODUCTIONS, Hollywood, has announced production of *Phil's General Stores,* first in new series of television shorts.

Gather Facts by Seeing People at Home, Hooper

"IN RADIO research one must go to the people for the facts because broadcasts go to the people," C. E. Hooper, head of C. E. Hooper Inc., told the Detroit Adcrafters Nov. 19.

Pointing up the difference between the fact-gathering type of research and the political pollsters' "opinion research," Mr. Hooper said: "If an interviewer finds a can of . . . baking powder on a pantry shelf in the home of a garage mechanic in a town of 5,000, that the housewife is 30, the mother of three, . . . and that she is listening to *Backstage Wife* . . . those are facts, unalterable facts, not opinions. If you ask that housewife what baking powder she is going to buy next, you get an opinion which may be changed before she makes her purchase . . ."

C16 REACTIVATED

Parts, Equipment Affected

THE COMMITTEE on Radio of the American Standards Assn. is being reactivated to promote interchangeability of parts and equipment used by both the armed services and civilians in the radio field.

Reactivation is not linked to any present international emergency, according to Virgil M. Graham, chairman of the committee and director of technical relations for Sylvania Electric. However, he said, the work of the committee would expedite procurement of service radio and electronic equipment in case of emergency.

First meeting of the committee is expected to be held some time after the first of the year, with the meeting place probably New York City. L. G. Cumming, technical secretary of the Institute of Radio Engineers, who is serving as secretary of the group—known officially in ASA books as "Committee on Radio C16"—is contacting various trade associations and the armed services to arrange for participation.

At initial meetings, broadcasters and telecasters will not be on the committee, since it is felt that immediate problems are not in the operational field but in manufacturing.

IRE Sponsors

The committee, which is sponsored by the IRE, is to review joint Army-Navy specifications with the cooperation of the Army-Navy electronic engineering agency, coordinating them with the civilian standards where possible.

In this connection, however, Mr. Graham emphasized that standards of civilians or of the armed services will not be forced on the other. "We visualize a two-way street of cooperation," he said.

Scope of the committee's work will be in the nomenclature, methods of testing, rating, specifications and dimensions of radio apparatus, equipment and components, except for electron tubes. Another ASA committee handles tubes.

The C16 committee has not been active since the middle thirties. During the war, coordination of standards between industry and services was effected on a temporary basis. It is now proposed that a more systematic effort in this direction be set up on a permanent basis.

The committee's findings and recommendations will be reported to the Communications and Electronic Section of the Electrical Standards Committee of the ASA. The C and E section in its turn will report to the ASA Standards Council, which has the last word on standards.

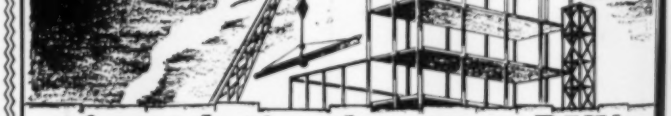
Iowans Listen to, Like Giveaways, Poll Reveals

EIGHT out of ten Iowans who listen to giveaway programs enjoy them, and six out of ten think they are good for radio. These results were disclosed in a poll taken among a representative cross-section of Iowa residents of voting age by interviewers for The Iowa Poll, Des Moines.

The poll indicated that seven out of ten Iowans have listened to giveaway shows, and that more of the listeners were in the younger age groups than in the older groups. Iowans with high school and college educational backgrounds pay more attention to this type of program than do those with grade school training, it was also indicated.

Hal Horton

HAL (PAPPY) HORTON, 5[illegible] died Nov. 21 at Baylor Hospital in Dallas. He had been in failing health since an operation two and a half years ago. A veteran showman, Mr. Horton was an announcer on KRLD Dallas. He was born in Montclair, N. J., and started his radio career in Davenport, Iowa, in 1926. Mr. Horton leaves a wife, Irene, and son, Arthur.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 1390 KC 50,000 w FM 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Busy Schedule

WABY Albany, N. Y., has broadcast football games of 10 high schools in Albany, Troy and Schenectady this season. The WABY sports team for the 20-game schedule, according to Russell B. Wilde, station's general manager, included Pat Ryan, who handled the play-by-play, and Johnny Lawrence, who did color and commercials. Mr. Ryan and Mr. Lawrence also will team up to broadcast 36 high school basketball games during the 1948-1949 season, as well as baseball games next spring. Biggest football day for Mr. Ryan was on Nov. 12 when he did play-by-play on two high school football games, one in the afternoon and the other in the evening.

TESTIMONY CLOSED IN 2 FTC HEARINGS

THE FEDERAL Trade Commission last week closed all testimony in two hearings on formal complaints against American Tobacco Co., N. Y. (Lucky Strike cigarettes), and American Television Labs, Chicago. Both cases will be subject to the exceptions taken to any rulings by the trial examiner.

American Tobacco, charged with misrepresentation in its sale of Luckies [BROADCASTING, Oct. 25, June 28], presented testimony by Dr. Kent Malone, English professor, Johns Hopkins U. He attempted to show by semantics that use of words in descriptive copy is highly flexible and may not necessarily be literal. Next hearing is scheduled for New York Dec. 7.

American Television Labs is alleged to have misrepresented its correspondence courses in television and radio. The firm, listed under the name of Ulyses Sanabria, individual respondent, presented evidence purporting to prove that other radio companies offered similar courses in radio engineering without complaint. Hearing will be held Jan. 5, 1949.

Agencies

(Continued from page 18)

MARGERY KENDALL, formerly with Meier & Frank Co., Portland, Ore., joins Botsford, Constantine & Gardner, same city.

DONALD L. WYATT, former advertising manager of Kaiser Co., Oakland, Calif., joins Ryder & Ingram, same city, as account executive.

ROBERT BACH, art director of Philadelphia office of N. W. Ayer & Son, transfers to agency's San Francisco office in same capacity.

FRED CRAWSHAW, vice president of Garfield & Guild, San Francisco, resigns. He announced no future plans.

HUGH LINEWEAVER, formerly with Joseph R. Gerber Agency, Portland, Ore., joins Alport & Assoc., same city.

HORACE G. CLEVELAND, former vice president of J. M. Mathes Inc., New York, elected to same position at Robert F. Branch Adv., also New York.

J. M. KORN, head of J. M. Korn Adv., Philadelphia, appointed chairman of Community Information Committee of Allied Jewish Appeal in Philadelphia.

JOHN H. BUTLER, former account executive with Dubin Adv., Pittsburgh, joins Botsford, Constantine & Gardner, San Francisco, in same capacity.

JASK V. K. HARGER, former western advertising representative for Caterpillar Tractor Co., San Francisco, joins Wank & Wank Adv., same city, as account executive.

JANE WINTHROP, former advertising manager of Joseph Magnin Co., San Francisco, forms own advertising agency, Creative Business Consultant, at 24 California St., same city.

WILLIAM T. MALONE, former advertising manager of Vick Chemical Co., New Products Div., New York, joins Raymond Spector Co., New York, in executive capacity.

BYRON H. CLARK, former head of own agency in Connecticut, joins Peck Adv., New York, as director of farm division.

MARVIN IRA RUDWICK, former vice president in charge of sales at Edelbrew Brewery, New York, elected vice president and director of Gordon & Mottern Inc., New York.

FLETCHER D. RICHARDS Inc., New York, opened Chicago office at 75 E. Wacker Dr., telephone Financial 6-3585.

ROBERT H. BLACK, formerly with General Aniline Film Co., Chemical Div., New York, joins J. Walter Thompson Co., New York.

Award for Gallaher

EDDIE GALLAHER, disc m.c. of several WTOP Washington programs, will receive a gold medal at the annual dinner of the Washington Music Guild Dec. 7. Mr. Gallaher receives the award for his public relations work with the guild and his success in selecting "Hit Records of the Week" on his *Moondial* program.

RA-TEL WILL BECOME SUBSIDIARY OF BK&M

RA-TEL Representatives has been chartered by the State of New York as a wholly owned subsidiary of Burke, Kuipers & Mahoney, representative firm, in line with its expansion program.

BK&M is turning over its station list to Ra-Tel but will continue in the newspaper field. The subsidiary organization is also taking over an undisclosed number of stations now represented by McGeehan & O'Mara, it was reported.

Under the new setup James W. LeBaron, now with BK&M, will be general manager of Ra-Tel and headquarter at the firm's office at 420 Lexington Ave., New York. M. J. McGeehan, formerly of McGeehan & O'Mara, is to be placed in charge of the Ra-Tel Chicago office at 360 N. Michigan Ave.

The firm also plans its own office in Dallas, and will share BK&M quarters in Atlanta, San Francisco, Los Angeles and Oklahoma City.

WVKO Columbus, Ohio, reports that nearly 28,000 FM receivers were in use in that city at the end of October.

MUSIC . . .
SPORTS . . .
24 NEWS . . . hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH HOTEL
Jonas Weiland, *President*

"VIC" DIEHM SAYS:

WE WERE CONGRATULATED
. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but really promotes the programs.
We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.
Nationally represented by
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.
WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

Down in Carolina ☆ ☆ ☆ ☆
"Nothing Could Be Finer"
WNAO RALEIGH
North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

Tops with RADIO DIRECTORS

"I regard BROADCASTING's Yearbook as a most important reference source. All of us have a copy."

Carlos Franco

CARLOS FRANCO
Assoc. Radio Director
Young & Rubicam, Inc.
New York City

Tops with RADIO DIRECTOR

". . . and the more stations we consider, the more beat up the Yearbook becomes."

Ken Craig

KENNETH CRAIG
Radio Director
McCann-Erickson, Inc.
Chicago

Tops wit[h]

"The Yearbook is in a class by itself as the handiest and most complete reference on radio stations, personnel, advertisers, etc. I wouldn't want to be without it."

Jim McCormick

JIM McCORMICK
Radio and TV Director
The Mayers Company
Los Angeles

BROADCASTING
Telecasting
1949 YEARBOOK NUMBER

Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

November 19 Decisions . . .

BY COMMISSION EN BANC

Transfer of Control

KHBG Okmulgee, Okla. — Granted transfer of 100% of stock in licensee from Lucille Ross Buford, Paschel Buford and Sam W. Ross to Times Pub. Co. for $125,000.

Assignment of License

KCRA KCRA-FM Sacramento, Calif.—Granted assignment of license for AM station KCRA and CP for KCRA-FM from partnership composed of Ewing C. Kelly, David R. McKinley and Vernon Hansen to new corporation composed of Ewing C. Kelly, Vernon Hansen and Gerald Hansen (McKinley selling his ⅓ interest for $40,000).

AM—990 kc

Bankhead Bcstg. Co. Inc., Fayette, Ala.—Granted CP new station 990 kc 1 kw D; engineering cond.; estimated cost $20,572.

AM—920 kc

Bankhead Bcstg. Co. Inc., Russellville, Ala.—Granted CP new station 920 kc 1 kw D; engineering cond.; estimated cost $20,572.

AM—1490 kc

Thomas J. Wallace, Tucson, Ariz.—Granted CP new station 1490 kc 250 w unl.; engineering cond.; estimated cost $21,427.

AM—1450 kc

Mother Lode Bcstg. Co., Sonora, Calif.—Granted CP new station 1450 kc 250 w unl.; estimated cost $18,697.

AM—1380 kc

Colorado Bcstg. Co., Englewood, Col.—Granted CP new station 1380 kc 1 kw D; engineering cond.; estimated cost $19,500.

AM—1260 kc

Southeastern Bcstg. System, East Point, Ga.—Granted CP new station 1260 kc 1 kw D; engineering cond.; estimated cost $23,603.

AM—560 kc

Tri-State Bcstg. Co., Middlesboro, Ky.—Granted CP new station 560 kc 500 w D; estimated cost $15,771; engineering cond.

AM—1600 kc

Springfield Bcstg. Co., Springfield, Mass.—Granted CP new station 1600 kc 5 kw D DA; estimated cost $34,765.

AM—1570 kc

The Silver City Bcstg. Corp., Taunton, Mass.—Granted CP new station 1570 kc 1 kw D; engineering cond.; estimated cost $21,250.

AM—860 kc

Brown County Journal Inc., New Ulm, Minn.—Granted CP new station 860 kc 1 kw D; engineering cond.; estimated cost $38,350.

AM—1220 kc

St. Croix Bcstg. Co., Stillwater, Minn.—Granted CP new station 1220 kc 250 w D; engineering cond.; estimated cost $19,967.

AM—1270 kc

Paris Bcstg. Co., Paris, Tenn.—Granted CP new station 1270 kc 1 kw D engineering cond.; estimated cost $15,000.

AM—1050 kc

Sparta Bcstg. Co., Sparta, Tenn.—Granted CP new station 1050 kc 1 kw D engineering cond.; estimated cost $17,450.

AM—1450 kc

Sanan Bcstg. Co., San Angelo, Tex.—Granted CP new station 1450 kc 250 w unl.; subject to filing, within 60 days of grant, of application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and further provided that applicant does not commence operation until KRBC commences operation on 1470 kc 1 kw-N 5 kw-LS; estimated cost $20,000.

Hearing Designated

Olney Bcstg. Co., Olney, Tex.—Upon petitions of KSTB Breckenridge and KDWT Stamford, Tex., application of Olney Bcstg. Co. for new station 1410 kc 250 w D was designated for hearing and KSTB and KDWT made parties to proceeding.

AM—610 kc

Kermit Bcstg. Co., Kermit, Tex.—Granted CP new station 610 kc 1 kw D; engineering cond.; estimated cost $23,440.

AM—1450 kc

KVOU Uvalde, Tex. — Granted CP change frequency from 1490 to 1450 kc.

CP Ant. Changes

WOMT Manitowoc, Wis.—Granted CP changes in vertical ant. and change trans. site.

Hearing Designated

John A. Bohn, Martinez, Calif.—Designated for hearing application for new station 1330 kc 500 w D and made KWBR Oakland party to proceeding.

Kikapoo Prairie Bcstg. Co. Inc., Springfield, Mo.—Upon petition for reconsideration of Commission's action in designating for hearing application, Commission removed from docket and granted application for new station 1340 kc 250 w unl., subject to approval of trans. site by CAA and upon cond. that applicant agree to satisfy legimimate complaints of blanket interference occuring within 250 mv/m contour, and complaints of interference due to proximity of proposed ant. site to that of KTTS.

KVAK Atchison, Kan.—Granted mod. CP to specify increased tolerances on DA system and for authorization of program tests.

WSAR Fall River, Mass.—Granted mod. CP to make changes in DA.

Fort Payne on the Air, Fort Payne, and James L. Killian, Fort Payne, Ala.—Commission upon own motion removed from hearing docket application of Ft. Payne and application of Killian.

WIRL Peoria, Ill.—Granted CP make changes in DA-D.

Steel City Bcstg. Co., Gary, Ind., and WGES Chicago—Adopted order denying petition of Steel City Bcstg. Co. for reconsideration and grant without hearing of its application for new station 1370 kc 500 w D; and application of WGES for change in DA-D, operating 1390 kc 5 kw DA unl. was designated for hearing in consolidated proceeding with application of Steel City scheduled to be heard March 17, 1949, at Washington.

November 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WONE Dayton, Ohio—Mod. CP new AM station for extension of completion date.

WDAR-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

WHHM Memphis, Tenn.—Same.

KSKY-FM Dallas, Tex.—Same.

License for CP

WBEC-FM Pittsfield, Mass.—License to cover CP new FM station.

TENDERED FOR FILING

AM—1230 kc

WZIP Covington, Ky.—CP change from 1050 kc 250 w D to 1230 kc 250 w unl.

ACTIONS OF THE FCC

NOVEMBER 19 to NOVEMBER 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

November 22 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized CPs for three Class A and four Class B FM stations in lieu of CGs previously held by these stations; granted CPs to 11 other outlets in lieu of previous cond.; granted CP new low-power educational FM station (See story this issue).

License Renewal

WMOC Covington, Ga.—Granted renewal of license for period ending August 1, 1951.

WKBB Dubuque, Iowa—Same.

WEAS Decatur, Ga.—Granted renewal of license for period ending May 1, 1951.

License Extension

WJBW New Orleans—Granted petition in part for temp. extension of license of WJBW and Commission extended temp. authority to operate station to March 1, 1949, provided the petitioner may make application for further extension of temp. license pending showing that he is proceeding diligently in prosecution of his appeal.

Licenses for following stations were further extended on temp. basis to March 1, 1949, pending final action on renewal applications: KAFY Bakersfield, Calif.; KARK Little Rock; KFZ[illegible] (and aux.) Fort Worth; KHJ (and aux.) Los Angeles; KDB Santa Barbara; KPMC Pomona, Calif.; KVE[illegible] Albuquerque; KWEM West Memphis, Ark.; KXLR North Little Rock; WBA[illegible] Baltimore; WDEL Wilmington, Del.; WJOL Joliet, Ill.; WKEU Griffin, Ga.; WMEX Boston; WNEW New York; WOV (and aux.) New York; WG[illegible] Cleveland; WHKP Hendersonville, N. C.; WECW Mayaguez, P. R.; WPA[illegible] Ponce, P. R.; KBLF Red Bluff, Calif.; WJVA South Bend; WJVB Jacksonville Beach, Fla.; WKLV Blackstone, Va.; KHJ-FM Los Angeles; WF[illegible] Alpine, N. J.; WXLW-FM Indianapolis; WINC-FM Winchester, Va.; W9X[illegible] Bloomington, Ind.; W6XAO W6X[illegible] Los Angeles; W1XVJ Boston; W2X[illegible] Schenectady; W4XGG Winston-Salem; W9XMB Chicago.

Following FM stations were granted temp. extensions of licenses to March 1, 1949: WJJW (FM) Wyandotte, Mich.; WBAC (FM) Schenectady; WATG (FM) Ashland, Ohio; KMBC-FM Kansas City.

WPEN-FM Philadelphia—Present license further extended on a temp. basis to March 1, 1949.

License Renewal

Licenses for following FM stations were renewed for period ending Dec. 1, 1951: WCBS-FM New York; WCL[illegible] Newark, Ohio; WFIL-FM Philadelphia

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

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WIBW-FM Topeka, Kan.; WMGM-FM New York; WNBF-FM Binghamton, N. Y.; WSBT South Bend, Ind.; WGNC-FM Gastonia, N. C.; WJPG-FM Green Bay, Wis.; WCFC Beckley, W. Va.

WJMC-FM Rice Lake, Wis.—Granted renewal of license for period ending March 1, 1949.

WJTN-FM Jamestown, N. Y.—Granted renewal of license for period ending March 1, 1949.

License Extension

KOB Albuquerque, N. M.—Granted temp. license to March 1, 1949, and extended SSA 770 kc for same period.

WTNJ Trenton, N. J.—Granted temp. extension of authority to operate station to March 1, 1949.

WCEC-FM Rocky Mount, N. C.—Granted temp. extension of license to March 1, 1949, pending filing of renewal application for period ending Dec. 1, 1948.

Transfer of Control

KPDR KPDR-FM Alexandria, La.—Granted transfer of control of Central Louisiana Bcstg. Corp., licensee of KPDR and permittee of KPDR-FM, from Eugene Levy, owner of 55% of licensee's stock who will sell all of his stock and 12 other stockholders owning remaining 45% of stock, who will transfer 25% thereof to Executive Board of Louisiana Baptist Convention which will thus hold 77.5%.

AM—1390 kc

KNOE Monroe, La.—Upon petition for removal from docket, reconsideration and grant of application, the Commission removed from hearing and granted application to change frequency from 1230 kc to 1390 kc and increase power from 250 w to 5 kw unl. DA-N.

Hearing Designated

Massasoit Bcstg. Corp., Taunton, Mass.—Designated for hearing application for new station 1320 kc 1 kw D consolidated proceeding with applications of Taunton Radio Corp. et al.

Petition Denied

Radio Lakewood Inc., Lakewood, Ohio—Denied petition requesting reconsideration and grant without hearing of application as amended Dec. 5, 1947, for new station 1380 kc 500 w D [illegible].

Motion Vacated

WCFL Chicago—Commission on own motion vacated and set aside action of Jan. 27, 1948, which designated for hearing application of WCFL for mod. and affirmed action taken July 12, 1948, which granted said application; and outstanding CP for station WCFL [illegible] mod. is reinstated effective as of July 12, 1948, subject, however, to cond. that unattenuated field at one mile in direction of Carthage, Ill., shall not exceed 1125 mv/m.

ACTIONS ON MOTIONS
(By Commissioner Hyde)

Webs Memorial Radio Fund Inc., New York—Granted petition for leave to amend FM application to show substitution of Joseph Dorfman and Isaiah Kikoff as stockholders and directors of applicant corporation in lieu of Harry Kritzer and I. Iskolsky.

Tri-States Meredith Bcstg. Co., Des Moines—Granted petition for leave to amend application for TV CP to show revised information concerning ownership of Class A and Class B stock.

WIEC Miami, Fla.—Granted petition for leave to amend application to show revised information on stockholders of applicant corporation; show revised financial information and new program plans.

Watertown Radio Inc., Watertown, Wis.—Granted petition for leave to amend application to specify exact trans site. Granted petition to accept late appearance in re application.

Wachusett Bcstg. Co., Fitchburg, Mass.—Granted petition for leave to amend application to specify 1280 kc in lieu 1460 kc. Amendment was accepted and application removed from hearing docket.

Gulf Coast Bcstg. Co., Galveston, Tex.—Granted petition to dismiss without prejudice application.

Beacon Bcstg. Co. Inc. et al, Boston—Commission on own motion continued consolidated hearing scheduled Nov. 29 to March 3, 1949, at Boston, in re applications for FM stations.

WDGY Minneapolis—Granted petition for continuance of hearing presently scheduled Dec. 6 to Feb. 8, 1949, in Washington.

WPAT Paterson, N. J.—Granted petition for leave to amend application to show revised DA.

Wheeling Bcstg. Co., Wheeling, W. Va.—Granted petition for leave to amend application to specify 500 w instead of 250 w; and application was removed from hearing docket.

WGY Schenectady, N. Y.—Granted petition for indefinite continuance of consolidated hearing scheduled for Dec. 13, in re Docket 8011 et al.

WFTC Jonas Weiland (Assignor), Kinston, N. C., and WFTC Bcstg. Co. Inc. (Assignee)—Granted joint petition to dismiss without prejudice application for assignment of license of station WFTC.

KLIK San Diego, Calif.—Granted petition for continuance of hearing presently scheduled Dec. 2 at San Diego to Jan. 31, 1949, at that place.

KRUS Ruston, La.—Granted petition for continuance of consolidated hearing presently scheduled for Dec. 16 at Ruston to Feb. 10 at Minden, La., and Feb. 11 at Ruston, La.

WFMZ Allentown, Pa.—Granted petition for leave to amend FM application to show revised information in re corporation's articles of incorporation, capital stock, stockholders, finances, program plans; and show new trans. site and revised engineering information incidental thereto; and Commission on own motion continued hearing to Dec. 29 at Washington.

WSPD Toledo, Ohio, and WKJG Fort Wayne, Ind.—Granted joint petition for continuance of consolidated hearing presently scheduled Dec. 2 to Jan. 31 at Washington.

November 22 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

Oceanside Bcstg. Co., Oceanside, Calif.—CP new AM station 1000 kc 250 w D AMENDED to request 1450 kc 250 w unl.

License for CP

KLAC Los Angeles—License to cover CP increase power etc.

KWJJ Portland, Ore.—Same.

WSSO Starkville, Miss.—License to cover CP new AM station.

KAYL Storm Lake, Iowa—Same.

KRUZ Palm Beach, Calif.—Same.

KPHC Walsenburg, Col.—Same.

Modification of CP

KCOK Tulare, Calif.—Mod. CP change frequency, increase power, etc., for extension of completion date.

License Renewal

KXLO Lewiston, Mont.—License renewal AM station.

License for CP

WSAU-FM Wausau, Wis.—License to cover CP new FM station.

Modification of CP

WHMA-FM Anniston, Ala.—Mod. CP new FM station for extension of completion date.

KDTH-FM Dubuque, Iowa—Same.

WBKA-FM Brockton, Mass.—Same.

WNIQ Uniontown, Pa.—Same.

WCLC-FM Clarksville, Tenn.—Same.

KECK-FM Odessa, Tex.—Same.

WHTM Rochester, N. Y.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

SSA—1490 kc

WMRO Aurora, Ill.—SSA 1490 kc 250 w unl. for six mo.

AM—1420 kc

WLCS Baton Rouge, La.—CP change from 1400 kc 250 w unl. to 1420 kc 1 kw DA-DN unl.

APPLICATION RETURNED

AM—1400 kc

Henry Lee Taylor, San Antonio—CP new AM station 1400 kc 250 w unl. RETURNED Nov. 18.

APPLICATION DISMISSED

AM—920 kc

James D. Sinyard, Ybor City, Fla.—CP new AM station 920 kc 500 w D DISMISSED Nov. 18 at request of applicant.

AM STATION DELETED

AM—1450 kc

KCSM James L. Frank, Colorado Springs, Col.—Deleted AM station on 1450 kc 250 w unl. and cancelled call.

November 23 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

WONE Dayton, Ohio—Granted mod. CP to make changes in trans. equipment, changes in DA and change trans. location (geographic coordinates only), and to add FM to station; engineering cond.

WVKO Columbus, Ohio—Granted mod. CP to change ERP from 39 kw to 52 kw and ant. height from 225 ft. to 220 ft.

DOCKET CASE ACTIONS

Record Reopened

Announced adoption of order reopening record for further hearing at Washington, D. C., on date to be specified subsequently, in matter of application of Agnes Jane Reeves Greer, Dover, Ohio, to determine nature and extent of interference problems which would result from proposed operation on 1450 kc 250 w unl. and proposed service area of applicant; directed parties to proceeding to submit, at further hearing, groundwave field intensity measurements taken in manner prescribed in Commission's standards from which determination can be made of interference areas and populations which would result from operation of station proposed; further directed that hearing examiner heretofore designated in this proceeding shall hold further hearing herein and submit recommended decision based on record heretofore compiled and record made in further hearing.

AM—1240 kc

Announced decision granting application of Pisgah Bcstg. Co. Inc. for new station at Brevard, N. C., 1240 kc 250 w, unl., cond., and denying application of William M. Drace for same facilities at Greer, S. C.

BY THE SECRETARY

W6XDA W6XDZ The Times-Mirror Co., Area Los Angeles—Granted licenses and CPs for new exp. TV relays.

WABB Mobile, Ala.—Granted license new AM station; 1480 kc 5 kw DA unl.

WTYC Rock Hill, S. C.—Granted voluntary assignment of license from W. G. Reid and O. Frank Thornton d/b as Tri-County Bcstg. Co. to Tri-County Bcstg. Co.

WMOI Moraine Bcstrs. Inc., Dayton, Ohio—Granted request to cancel CP new FM station.

WSKY-FM Radio Asheville Inc., Asheville, N. C.—Same.

KEVL Big Bear Lake Bcstg. Co., Big Bear Lake, Calif.—Same.

KCRO YOLO Bcstg. Co., Woodland, Calif.—Granted request to cancel CP new AM station and deletion of call letters KCRO; 930 kc 1 kw D.

(Continued on page 72)

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FCC Actions

(Continued from page 71)

Decisions Cont'd.:

KTOY Tacoma, Wash.—Granted mod. CP change type trans. and make changes in ant.

KLUF-FM Galveston, Tex.—Granted mod. CP to make changes in ant.

KIVY Crockett, Tex.—Granted mod. CP for approval of ant., trans. and studio locations.

KEVA Shamrock, Tex. — Granted mod. CP change type trans.

WJPS Evansville, Ind. — Granted mod. CP change type trans. and ant. and specify studio location.

WGVM Greenville, Miss. — Granted mod. CP change type trans. and for approval of ant. and trans. location.

KLUF Galveston, Tex.—Granted mod. CP change trans. location.

Following were granted mod. CPs for extension of completion dates as shown: WPRA Mayaguez, P. R., to 1-19-49; WJAR-FM Providence, R. I., to 3-15-49; KFPW-FM Ft. Smith, Ark., to 2-15-49; WJIZ Hammond, Ind., to 1-16-49; WHIZ-FM Zanesville, Ohio, to 3-7-49; WSLB-FM Ogdensburg, N. Y., to 12-19-48; WBSM New Bedford, Mass., to 12-15-48; KTNT Tacoma, Wash., to 2-15-49; KFEY Fresno, Calif., to 3-9-49; WRVC Norfolk, Va., to 3-16-49; WMFD-FM Wilmington, N. C., to 3-1-49; WCAC Anderson, S. C., to 12-30-48; WBCO Detroit, Mich., to 3-9-49; WFWM-FM Atlanta, Ga., to 2-18-49; WRVB Richmond, Va., to 5-1-49; WPAR-FM Parkersburg, W. Va., to 3-12-49; WBCM-FM Bay City, Mich., to 3-18-49; WROK-FM Rockford, Ill., to 3-20-49; WAYS-FM Charlotte, N. C., to 3-20-49; WCAU-FM Philadelphia, to 3-15-49; WMUR-FM Manchester, N. H., to 1-15-49; WEAU Eau Claire, Wis., to 1-15-49; KLER Rochester, Minn., to 2-1-49; WSAR Fall River, Mass., to 12-15-48; KFPW Fort Smith, Ark., to 2-15-49; WHIS Bluefield, Va., to 1-1-49.

KLKC Parsons, Kan.—Granted license new AM station 1540 kc 250 w D.

WCSI Near Columbus, Ind.—Granted license new FM station.

KSIB-FM Creston, Iowa — Granted mod. CP for extension of completion date to 6-12-49 on cond. that construction be completed or interim operation provided by that date.

WIOXQC KSTP Inc., Area St. Paul—Granted license for new exp. TV relay.

K2XDG Liberty Bcstg. Corp, Area Atlanta, Ga.—Same.

W6XZT The Times-Mirror Co., Area Los Angeles—Same.

WFMO Fidelity Media Bcstg. Corp., Jersey City, N. J.—Granted request to cancel license and surrender authorization for new FM station.

WCTP Capitol Bcstg. Co. Inc., Greensboro, N. C.—Granted request to cancel FM station.

WBKA Brockton, Mass. — Granted mod. CP to make changes in vertical ant., mount FM ant. on AM tower and change type trans.

KGO-TV San Francisco — Granted mod. CP to change ERP from vis. 29.1 kw aur. 14.6 kw, to vis. 27 kw aur. 13 kw.

Following were granted mod. of CPs for extension of completion dates as shown: WSPR-FM Springfield, Mass., to 2-12-49; KPRA Portland, Ore., to 2-10-49; WBBB-FM Burlington, N. C., to 1-31-49; KIMV Grant Township, Kan., to 6-1-49; WQAN-FM Scranton, Pa., to 3-1-49; KSTP-FM St. Paul, to 6-1-49; WMCA-FM New York, to 3-7-49; WBKA Brockton, Mass., to 12-1-48; WJAX Jacksonville, Fla., to 12-10-48.

KLTI Longview, Tex.—Granted license new AM station 1280 kc 1 kw D.

KWAL Wallace, Idaho—Granted license covering change frequency, increase power, etc.

WTCH Shawano, Wis.—Granted license new AM station and specify studio location: 960 kc 1 kw D.

WHOS Decatur, Ala.—Granted license new AM station 800 kc 1 kw D.

KIHN Hugo, Okla.—Granted license new AM station and specify studio location 1340 kc 250 w unl.

WHBQ-FM Harding College, Memphis, Tenn.—Granted request to cancel CP new FM station.

WPRP Ponce, P. R.—Granted CP install aux. trans. at present site of main trans. to be operated 910 kc 250 w DA-DN.

WEAS Decatur, Ga.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

W6XOR Signal Hill, Calif.—Granted mod. CP to change trans. location.

WJBC Bloomington, Ill. — Granted mod. CP install new trans. and change trans. location.

WQXR-FM New York—Granted request to extend authority to operate multiplex facsimile period to 2-18-49.

Following were granted mod. CPs for extension of completion dates as shown: WJNO West Palm Beach, Fla., to 3-6-49; KARM-FM Fresno, Calif., to 3-7-49; KCKN-FM Kansas City, Kan., to 2-22-49; WILK-FM Wilkes-Barre, Pa., to 12-15-48; KTSA-FM San Antonio, Tex., to 3-9-49; WRBL-FM Columbus, Ga., to 3-1-49; WFBC-FM Greenville, S. C., to 7-1-49; WEMI New Haven, Conn., to 6-10-49; WGOR Fort Lauderdale, Fla., to 5-1-49; WLYC Williamsport, Pa., to 3-7-49; WROW-FM Albany, N. Y., to 5-25-49; KPIX San Francisco to 1-1-49; WBAP-TV Fort Worth, Tex., to 2-15-49; WGN-TV Chicago to 6-1-49; WBBB Burlington, N. C., to 1-31-49; KTKC Visalia, Calif., to 3-15-49; KWK St. Louis, to 12-31-48.

KLOK-FM Valley Broadcasting Co., San Jose, Calif.—Granted request to cancel CP new FM station.

WCNX Middletown, Conn.—Granted mod. CP for approval of ant. and trans. location.

KNFL Fairmont, Minn. — Granted mod. CP to move trans.

Following were granted mod. CPs for extension of completion dates as shown: KGW-FM Portland, Ore., to 1-1-49; WKBZ-FM Muskegon, Mich., to 1-15-49; WBOW-FM Terre Haute, Ind., to 3-6-49; WBRL Baton Rouge, La., to 6-18-49; KIXL-FM Dallas, Tex., to 1-20-49; WITE Bridgeport, Conn., to 2-5-49; WSPA-FM Spartanburg, S. C., to 6-2-49; KSCJ-FM Sioux City, Iowa, to 5-30-49; WTAX-FM Springfield, Ill., to 1-31-49; KGKL-FM San Angelo, Tex., to 5-16-49; WDET-FM Detroit, to 12-31-48; WJUN Philadelphia, to 5-27-49; WUOA Tuscaloosa, Ala., to 5-27-49; KIBH Seward, Alaska, to 12-14-48.

November 23 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KWKW Pasadena, Calif.—Assignment of license from Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl d/b as Southern California Bcstg. Co. to Southern California Trade Unions Bcstg. Assn.

KXYZ Houston, Tex. — Assignment of license from Harris County Broadcast Co. to Shamrock Bcstg. Co., parent firm.

KFDX Wichita Falls, Tex.—Assignment of license from Darrold Alexander Cannan tr/as Wichtex Bcstg. Co. to Wichtex Radio and Television Co.

License for CP

WREL Lexington, Va.—License to cover CP new AM station.

WMIK Middleboro, Ky.—Same.

KGCX Sidney, Mont. — License to cover CP increase D power etc.

WGAT Utica, N. Y.—License to cover CP change frequency, increase power, etc.

WTAL-FM Tallahassee, Fla.—License to cover CP reinstate FM station.

Modification of CP

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station to change from Channel 4 (66-72 mc), ERP 13.6 kw vis., 7.6 kw aur. to Channel 9 (186-192 mc), ERP 25 kw vis., 13 kw aur.

TENDERED FOR FILING

Assignment of License

WFHG Bristol, Va.—Assignment of license to W. C. Nininger, Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bcstg. Co.

(Continued on page 81)

War Debt

THE WAR isn't over yet, according to Royal V. Howard, NAB engineering director. Mr. Howard last week received a bill from Uncle Sam for $23.23, an alleged overpayment of accumulated annual leave in connection with his war service in the Office of Scientific Research & Development. Mr. Howard found the claim on his desk upon returning from the high-frequency broadcast conference at Mexico City. OSRD went out of existence last Dec. 31.

PISGAH GETS GRANT FOR BREVARD, N. C

GRANT to Pisgah Broadcasting Co. for a new 250 w fulltime station on 1240 kc at Brevard, N. C. was authorized by FCC in a final decision released last Tuesday. The rival application of William M. Drace for the same facilities at nearby Greer, S. C., where he operates a theatre, was denied.

The final orders followed the lines of the proposed decision [BROADCASTING, Aug. 30], to which no exceptions were filed. Neither Brevard (1940 population 3,000) nor Greer (2,940) has a local station and neither receives primary service at night.

But the Commission pointed out that Brevard receives no daytime primary service, while Greer receives three. For this reason, and because a grant to Greer would involve some mutual interference with WKDK Newberry, S. C., FCC preferred the Brevard application.

Ownership of Pisgah Broadcasting:

Ed M. Anderson, president and majority stockholder of WBBO Forest City, N. C., is principal owner (53.3%) and vice president. He publishes five weekly newspapers in North Carolina. The firm is headed by John D. Everman, recreation director for a paper company at Brevard, who has 25.5% John I. Anderson Jr., newspapers and brother of Ed M., and Walter Williams Jr., program director of WBIG Greensboro, N. C., have 14.89 and 4.3% respectively. Mr. Williams is slated to manage the station. Mutual affiliation was indicated.

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WBAP THE STAR-TELEGRAM STATION SINCE 1922 FORT WORTH 2, TEXAS

AM - FM - TV

FREE & PETERS, Inc.. National Representatives

SD NOW OPERATING WITH 5 KW FULLTIME

SD St. Louis last Monday placed operation its new ultra modern nsmitter and four-antenna sys- and increased its power to 5 fulltime on 550 kc. The station been operating on 5 kw day- e and 1 kw night.

The new transmitter and four -ft towers are part of KSD's llion-dollar improvement and ex- sion program that includes new dios for television and FM adcasting as well as for stand- use. AM plant now is located miles from East St. Louis. dios remain in the Post-Dis- ch building in St. Louis.

Removal of the old KSD an- na was necessitated by erection KSD-TV's 547-ft transmitting nna on the roof of the antenna ding. KSD-TV, in operation nearly two years, is a key out- in the NBC midwest video net- k.

iami Area Station Men ect Babcock Chairman

EATER MIAMI Broadcasting n, organized by station execu- s in the Miami area, plans to meetings monthly. At first ting Nov. 17 Miller N. Babcock Frank Jaffe, both WGBS Mi- were named chairman and retary, respectively.

Member stations include: WGBS IOD WMIE WQAM and WPB, all Miami; WBAY and WCB Coral Gables; WKAT MBM and WLRD (FM) Miami ach; WINZ Hollywood and TL Fort Lauderdale.

WMOX-FM Power Boost

MOX-FM Meridian, Miss., soon increase its power to 25 kw, y Kerns, manager of WMOX WMOX-FM, announced last k. An eight-bay antenna will ace WMOX-FM's single pylon in use atop the WMOX tower. ght of the tower is to be in- sed also, Mr. Kerns said. MOX-FM is on Channel 253 5 mc).

FIRST 15 PROGRAM HOOPERATINGS
Based on Nov. 15, 1948 Report

Evening

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell*	219	A. Jergens (Orr)	27.0	18.1	+8.9	11
Radio Theatre	153	Lever Bros. (JWT)	25.0	23.1	+1.9	4
Fibber McGee & Molly	144	S. C. Johnson (NL&B)	22.8	26.0	—3.2	1
Jack Benny*	163	American Tobacco (BBDO)	21.9	23.1	—1.2	3
Bob Hope	151	Lever Bros. (Y&R)	20.0	25.7	—5.7	2
Godfrey's Talent Scouts	149	Lipton Div.-Lever Bros. (Y&R)	18.5	15.0	+3.5	18
My Friend Irma	149	Pepsodent Div.-Lever Bros. (FC&B)	17.1	17.8	—0.7	12
Phil Harris-Alice Fay	163	Rexall Drug (BBDO)	16.6	17.3	—0.7	13
Duffy's Tavern	160	Bristol-Myers (Y&R)	16.6	17.0	—0.4	14
Mr. District Attorney	160	Bristol-Myers (DC&S)	16.4	20.4	—4.0	9
Stop the Music (Average) (8:45-9:00, 18.1) (8:30-8:45, 17.8) (8:15-8:30, 14.4) (8:00-8:15, 13.4)	172	Smith Bros. (SSCB) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard (L&M)	15.9	—	—	—
People Are Funny	161	B.&W (Seeds)	15.7	12.5	+3.2	33
Crime Photographer	163	Toni Div.-Gillette (FC&B)	15.4	10.8	+4.6	42
Mr. Keen	146	Whitehall Pharmacal (D-F-S)	15.2	10.3	+4.9	55
Horace Heidt	162	Philip Morris (Biow)	14.9	—	—	—
Big Town	130	Lever Bros. (SSC&B)	14.9	12.2	+2.7	36

*Includes second broadcast

TOP TEN DAYTIME HOOPERATINGS
Based on Nov. 15, 1948 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Ma Perkins (CBS)	81	Procter & Gamble (D-F-S)	8.0	6.2	+1.8	6
Stella Dallas	146	Sterling Drug (D-F-S)	7.6	6.4	+1.2	5
Young Widder Brown	145	Sterling Drug (D-F-S)	7.4	6.5	+0.9	3
Grand Slam	48	Continental Baking (Ted Bates Inc.)	7.3	5.6	+1.7	13
Arthur Godfrey (11:00-11:30, 7.8) (10:45-11:00, 6.3) (10:30-10:45, 6.0)	166	Gold Seal (Campbell-Mithun) National Biscuit (McCann-Erickson) Liggett & Myers Tob. (Newell-Emmett)	7.0	5.2	+1.8	21
When A Girl Marries	77	General Foods (D&B)	7.0	5.6	+1.4	14
Backstage Wife	146	Sterling Drug (D-F-S)	6.8	6.0	+0.8	7
Right to Happiness	149	Procter & Gamble (Compton)	6.6	6.0	+0.6	9
Big Sister	93	Procter & Gamble (Compton)	6.6	5.8	+0.8	12
Pepper Young's Family	150	Procter & Gamble (Pedlar & Ryan)	6.6	6.0	+0.6	8

Since the majority of nationally sponsored network programs were cancelled on Wednesday morning, Nov. 3rd and election returns were broadcast in their place, no Nov. 3rd interviewing is included in the program ratings.

RADIO NEWS CLINIC SET FOR DECEMBER

TWO radio news clinics will be held in mid-December under NAB auspices. News clinic for Georgia stations will be held Dec. 11 at the Ansley Hotel, Atlanta, with a clinic for Alabama stations to be held Dec. 12 at the Tutwiler Hotel, Birmingham.

In charge of the Georgia clinic will be Wilton E. Cobb, WMAZ Macon, appointed by NAB Director Henry P. Johnston, WSGN Birmingham. Speakers will include Allen Woodall, WDAK Columbus; Jim Hardin, WBHF Cartersville; James Vocalis, WLBB Carrolton; W. C. Woodall, WDWD Dawson; George Theeringer, WRBL Columbus; Shed Carswell, WSFT Thomaston; Dale Clark, WAGA Atlanta. E. R. Vadeboncoeur, WSYR Syracuse, and Arthur C. Stringer, NAB, will speak at both meetings. John Fulton, WGST Atlanta, and president, Ga. Assn. of Broadcasters, will preside at the Georgia luncheon.

On the Alabama agenda are Howard Pill, WSFA Montgomery; Louis Read, WABB Mobile; James Reese, WWWB Jasper; Charles A. Fell, *Birmingham Age-Herald*; Jim Ownby, WCTA Andalusia; Dick Warner, WHBS Huntsville. Mr. Johnston will preside at the luncheon.

Coverage of 200 Miles Claimed for WBRC-FM

EXTENSION of FM service to wide rural areas has proved practicable at WBRC-FM Birmingham, Ala., according to RCA Victor, Camden, N. J.

WBRC-FM's 450-ft. tower surmounted by its 108-ft. antenna is atop Red Mountain, which is 1,000 feet above sea-level. The station, using a new RCA 50-kw FM transmitter, in conjunction with an RCA eight-section pylon antenna with power gain of 12, developed an effective power of 546 kw on 102.5 mc (Channel 273).

WBRC-FM has been receiving listener reports from distances as great as 200 miles, RCA Victor reports.

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(1947-1948 winter-spring Hooper)
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AM ABC for Grand Rapids
WLAV
Power Plus Perfection FM

WOWO
FORT WAYNE
Indiana's most powerful station
WESTINGHOUSE RADIO STATIONS Inc

VIDEO AT FAIR
WELO Tupelo, Miss., Holds Demonstration

Part of the television equipment used in the WELO demonstration.

* * *

A DEMONSTRATION of television, reported to be the first in the state, has been presented by WELO Tupelo, Miss. Occasion was the Mississippi-Alabama Fair & Dairy Show, held in Tupelo.

The video equipment was placed at the top of the grandstand and telecast coverage of the show. Transmission was by coaxial cable to receivers placed throughout the fair grounds.

The special television demonstration was promoted by WELO, under the direction of Bob Evans, station manager.

Video Package Offered Radio Farm Directors

A TELEVISION package—script, motion picture film and still pictures—was made available to radio farm directors attending the Food and Agriculture Organization's world-wide conference which was held in Washington.

A five-minute film includes conference opening and highlights. The one- or two-minute films feature local personalities, and interviews with FAO officials. Charge for each group is $10.

'Opry' Feature

A FULL-LENGTH, feature article on the *Grand Ole Opry*, probably America's best known folk program, appeared in the Nov. 8 issue of *Woman's Day*. Started 23 years ago when an 80-year-old fiddle player appeared on WSM Nashville, Tenn., the program has been heard on NBC for a half hour each Saturday night since 1938, the article reports. The whole program, four hours long, originates in Ryman Auditorium, Nashville, and is carried by WSM. The night Jack Cluett, author of the article, attended the program he counted license plates in the parking lot behind the auditorium from 39 states.

KDFC (FM) Sausalito, Calif., is now on air from 3-11 p.m. Station previously signed off at 10:30 p.m.

Production

GUS SAVAGE has joined KLEE Houston, as program director. He succeeds **KEN BAGWELL**, who has been appointed program director of KLEE-TV.

RON TUTON, former program director at WTNT Augusta, Ga., has joined WJHP and WJHP-FM Jacksonville, Fla., as staff announcer and salesman.

MARTHA THOMAS has joined WJHP as a continuity writer.

BILL McANDREW has joined announcing staff of WBAP Fort Worth, Tex.

WES GRIFFIN has joined KGFJ Hollywood as staff pianist. He is being featured in two five-weekly programs of piano selections.

ART LaBOE, former announcer with KCMJ Palm Springs, Calif., and more recently program director at KOLO Reno, Nev., has rejoined KCMJ as m.c. for new *Musical Marathon* show.

DAN PETERS, formerly with KBMS Boston, has joined announcing staff of WHLI Hempstead, Long Island, N. Y.

DON McLEOD, formerly with WGN Chicago, has joined WJBK Detroit as announcer.

DICK BENSON, former announcer-sportscaster at WFMY Greensboro, N. C., and **JOHN MEACHAM**, announcer at WGTL, Kannapolis and WSTS Southern Pines, N. C., have joined WIRC Hickory, N. C., as announcers.

REX DALE has joined WMMJ Peoria, Ill., where he will conduct two morning shows, *Breakfast Time* and *Gold Rush*.

BILL BULLINGTON former program director at WBUY Lexington, N. C., has rejoined KSGM Ste. Genevieve, Mo., as production manager and news editor.

KITTY LEWIS, formerly on copy staff of WGAC Augusta, Ga., has joined WIS Columbia, S. C., on continuity staff.

EDWIN RANDALL, former radio director of Christian Rural Overseas Program, has joined WRFD Worthington, Ohio, as director of community service.

JIMMY TRIPPE has joined WMLS Sylacauga, Ala., as announcer and salesman.

LARRY WAYNE, announcer at WCOA Pensacola, Fla., is the father of a girl, Alexandra Kay.

GLORIA GRANT, radio actress, has started weekly 15-minute movie-gossip show, *Gloria Grant's Hollywood*, on KMGM (FM) Los Angeles.

MARYAN McCLAIN, assistant program director of WINX Washington, has joined WCFM (FM) Washington, as public service director.

Miss McClain

VICTOR FERGIE has joined CKNW New Westminster, B. C., as staff announcer.

ART WAMSER, musician at KXOK St. Louis, has adopted a boy, Arthur Frederick.

JACK LUDWIG, former news and continuity writer at WLIP Kenosha, Wis., has joined WTMJ WTMJ-FM WTMJ-TV Milwaukee, Wis., as continuity writer.

BEULAH KARNEY, home economist and food authority at WENR Chicago, has been appointed state chairman of radio for Illinois Assn. of Women Broadcasters of the NAB.

DR. KARL WECKER, general manager of Hollywood Bowl, has become classical music consultant for KGFJ Hollywood. Dr. Wecker is currently conducting five weekly one-hour recorded classical music program on station.

ROBERT J. TROLAN, songwriter and former East Coast freelance radio writer, has joined WKLA Ludington, Mich., as announcer and continuity writer.

Program of Information Is Planned for Germany

A THREE-MAN mission, acting on the recommendations of Army Secretary Kenneth C. Royall, is currently in Berlin, Germany, conferring with Gen. Lucius Clay on the advisability of setting up an information program for the German radio, press and other media, the State Dept. has reported.

The information program would consist of providing the German people in American and British occupied zones with factual statistics on the amount of food they receive from the U. S. and Great Britain via the airlift. The mission is expected to submit a report, on its return about Dec. 1, to Tracy Voorhees, Assistant Army Secretary in charge of the food program for occupied countries. Among mission members is Luther Reid, on leave from "Voice of America" duties.

Wins Announcer

AS ITS contribution to the parade of giveaway programs, WMID Atlantic City, N. J., gave away one of its announcers. The contest ran on the *Morning With Mel* show with Mel as the prize. Listeners were asked to write a letter of 50 words or less stating why they could use him for a day. Last week Mel spent a day serving the needs of Mr. and Mrs. Bernard Cohencious—which included the preparation and serving of breakfast and dinner, cleaning their apartment, caring for their son and walking the dog. Mel's early morning show was broadcast from the apartment in addition to eight special cut-ins during the day.

MEMBERS of Chicago's Radio Management Club have contributed $1,072 to the Margaret Wylie Memorial Fund, honoring the late J. Walter Thompson Co. timebuyer. Money will be used to furnish a dormitory for Chicago's Off-The-Street Club, one of Miss Wylie's major interests during her life.

News Show on WPI[X] Plugs 38 Sponsor[s]

Each Client Gets Half-Minu[te] On 80-Minute Program

WITH A ROSTER of 38 sponso[rs] *Your New York*, an hour and [a] minute weekly newsreel rep[ort] started Nov. 20 over WPIX (T[V] New York.

Hailed as the most ambiti[ous] regular newsreel ever produc[ed] the telecast will be photograp[hed] by the WPIX newsreel staff, un[der] Walter Engels and Joe Johns[on]. It is telecast from 7:40 to 8 p.m.

With sponsors each given a ha[lf] minute commercial, 19 minutes the running time is given to sa[les] messages.

Coverage in the newsreel i[n]cludes highlight events and p[er]sonalities in the five boroughs New York City and in nearby ci[ties] and suburbs of New Jersey, C[on]necticut and New York. Altogeth[er] 373 municipalities are to be put u[n]der scrutiny of the cameras.

The week's news, previews *The Sunday News* features and a[d]vertising, interviews with [out]standing personalities, activities schools, colleges, stories of [the] armed services, law enforcem[ent] and other civic agencies all [are] slated as part of the film telec[ast].

A sports department is to g[ive] athletic events kaleidoscopic cov[er]age. In a "Touring the To[wn]" segment, the cameras document [the] city's history, while human in[ter]est stories are told in "The Ci[ty] Heart Beat."

Sponsors signed on for the de[but] were:

Alexander's department store; [Am]ican Limoge china; Antonio [Bo]shop; Ash's furs; Blackton [in]apparel; Blumstein department [st]Bond Vacuum sewing machines; [Ch]ard shoes; Davis television [re]Famous Brands sewing machines; [Fa]mous Fashion specialty shop; Fa[ll] Vacuum vacuum cleaners; Finkel[s] furniture; Hearn department [st]Morris Hessel furs; Hub Vac[uum] Lambert Bros. jewelry; MacLev[y] ducing salon; Michaels & Co. furn[iture] Michaels Bros. furniture; Miller [Ve]tian blinds; Modell sporting [go]Moran hearing aid; Peerless cam[era] Rowes jewelry; Marcel Sarazin [be]cialty shop; Schlossman furn[iture] Spear furniture; Spotless dry cl[eaning] Stenotype Co.; Times Square auto [sup]ply; Vim radios; Finlay Straus jew[elry] Lewis dancing; Southern lumber; [Wal]ford flooring; Southern upholst[ery] Moss Appliance vacuum cleaner.

Portland Radio Sch[ool] Extends Free Placeme[nt]

INDUSTRY demand for radio [op]erators has resulted in the ex[pan]sion of a free radio placem[ent] service by Multnomah C[ol]radio school in Portland, Ore[.] include all qualified operators [re]gardless of whether they hav[e] tended that college.

In announcing the extensi[on] services, Albert R. Bishop, [the] director, indicated he has [not] been able to meet the demand [in] Northwest for operators. [The] greatest demand, he explained[,] for men holding first class r[adio] telephone licenses. Headquar[ters] for the service will be at the sc[hool] located on Swan Island in P[ort]land.

Say..."Merry Christmas!"

52 Times a Year

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AT this year's lower rate, BROADCASTING-Telecasting is the swiftest, easiest answer to Christmas shopping. Whatever their interests, if they're in radio, they'll appreciate this gift of business experience. The 1949 Yearbook (published in February) is included, too.

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RICE'S SWELLS FM TIME SALES

Norfolk Fashion Store Buys Six Hours Across-the-Board on WLOW-FM

"I AM convinced . . . that FM pessimism is generated by the stations themselves; that it does not exist with the potential advertiser," says Robert Wadson, general manager of WLOW and WLOW-FM Norfolk, Va.

Mr. Wadson has good reason for this belief, as WLOW-FM, which began broadcasting just four weeks ago, has sold *all* of its evening time for 52 weeks with option to Rice's Fashion Corner, Norfolk store for women.

The agreement, which started Nov. 15, covers 36 hours of broadcasting each week, 5 p.m. to 11 p.m., Monday-Saturday. Station officials are particularly impressed by the fact that the entire agreement was reached in only two hours, from the time the idea was presented and the contract was signed.

Don Kelly, WLOW sales manager, arranged for the time purchase after William Behrend, Rice's assistant manager who conceived the idea for purchasing the full evening schedule, received approval from Morris Nordlinger, Rice's president.

The Joské technique of "beamed" programming will be used by Rice's during the entire six-hour schedule. In addition, public service programming is being emphasized. Programs have already been arranged for Boy Scouts, U. S. Army, Army Nurses, Girl Scouts, CARE, Norfolk Symphony Week and U. S. Navy.

Sales controls from which definite conclusions of effectiveness can be calculated are being established by Rice's and WLOW-FM.

Within six or eight weeks the station will compile a study based on these controls and make the figures available to all stations and stores which are interested in the study.

A program conference between personnel of Rice's and WLOW was called to fully plan the proper use of each program and its individual promotion. The evening schedule is broken down in 15- and 30-minute periods with a different department of Rice's store sponsoring each program.

In addition, Mark Scott, station's sports director, has arranged for broadcasts of William and Mary basketball games and weekly bouts from Norfolk Arena.

General Electric and Philco will cooperate on sports broadcasts with Rice's. On Friday evenings 6-6:30 p.m. Rice's will present its personal shopper, Janet Joyce, with shortcuts on Christmas shopping.

Along promotion lines, Rice's is scheduling three- and four-column newspaper ads and store and window displays. Merchandise awards are being made on several of the programs and the station is giving wide publicity to the project.

PRESENT at completion of the big WLOW-FM-Rice's agreement were (l to r) Louise Packard, WLOW-FM continuity editor; Mr. Behrend, Mr. Nordlinger (seated), Mr. Kelly and Mr. Scott.

KFNF Seeks Move

APPLICATION has been filed with the FCC for removal of KFNF Shenandoah, Iowa, to Lincoln, Neb. Licensed to Capital Broadcasting Co., KFNF also seeks to increase power on 920 kc from 500 w night, 1 kw day, to 5 kw fulltime and to install directional antenna for both day and night operation. Station would continue to share portion of its broadcast day with KUSD Vermillion, S. D., 500 w U. of South Dakota educational outlet. Move would cost about $76,600, KFNF told FCC.

Lottery Discusse At Chicago Sessi

BROADCASTERS should be to extend the lottery yardstick the postal statute to radio grams which do not involve the of the mails, F. J. Delany, Solicitor of the U. S. Post O Dept., told members of the Chic Radio Management Club Nov.

"The Communication Act of 1 contains a prohibition [rece transferred to the Criminal C against broadcasting informat concerning lotteries, gift en prises, and similar schemes," Delany recalled. "This was mod on the statutory prohibition ag using the mails for this purp The test of what is a lottery sh be the same under both statut

Clears Regularity

The solicitor said his depart attempts to clear regularly the FCC "to see that our cons tions of the two laws are not in sistent." Rulings of the posta licitor are precedents applicab the Communication Act, he em sized.

"From what I have seen of contests conducted by radio, t is little chance that the Postma General would ever be requir issue a fraud order against a station," said Mr. Delany.

"This is not to say that powerless to do so in proper but it is apparent that your tests either do not involve th of the mails, or if they do, the used is some name other tha of the radio station."

Expressing amazement at genuity of those who contrive schemes, he cited an opinion North Carolina Supreme which said:

". . . No sooner is a lottery d and the definition applied to a state of facts, than ingenuity work to evolve some scheme of which is within the mischief, b quite within the letter of the tion."

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Latest Record Hits

on

new "DJ" couplings

from RCA VICTOR*

Page Cavanaugh Trio

I Want a Little Girl

and

LOUIS Prima

California Is Wonderful

DJ-600

Brad Gowans' NEW YORK NINE

Singin' The Blues

and

ERSKINE Hawkins

Needle Points

DJ-601

PEE WEE King

Bull Fiddle Boogie

and

ERNIE Lee

Every Doggone Time

DJ-602

JESSE Rogers

Here Comes Santa Claus

and

Blue Christmas

DJ-603

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Programs

NEW afternoon disc show on WJHP Jacksonville, Fla., features "Sylvester Simkins," a younger "feller" who hails from Hahira, "Gawgah," "about six or seven wagon greasings from Jacksonville." *Sylvester's Show* is ". . . 15 minutes of homespun humor done in a South Georgia dialect, bright musical tunes and sweet corn." Character of "Sylvester" was originated by staff announcer Jack Harrell.

Screen Test

THIRTY-THIRD series of Rubin's *Stars of Tomorrow* over WGN and WGN-TV Chicago, offers top winner a Hollywood screen test by Producer Jerry Fairbanks, round-trip rail ticket to the West Coast, $500 Crosley television receiver and a $500 Savings Bond. Amateur show is aired Sundays from 9 to 9:30 p.m. C.S.T.

Just too Much

WHEN a client says, "You've got to do something! I can't handle all the crowd that assembles in my store for the broadcast," then it's time to stop and wonder . . . "What's the Value?"—of radio advertising. WBIG Greensboro, N. C., has encountered just that situation. WBIG's "moaning" man, Bob Jones, has been conducting a 15-minute program once weekly titled *What's the Value*, from Tillman's Groceteria in downtown Greensboro. During program he chats with customers in store, asking each his estimate as to value of quantity of merchandise on display in window. Nearest guess wins the merchandise. Program has proven to be such a shopping success that sponsor has been complaining. So format had to be revised and transferred to WBIG studios, to get customers out of the store.

Christmas Time

CHRISTMAS season is being ushered in by WFIL and WFIL-TV Philadelphia with new program titled *Santa Claus Calling*. Show runs Mondays, Wednesdays and Fridays from 7 to 7:15 p.m. on WFIL-TV and from 7:05-7:15 p.m. on WFIL. In full St. Nick regalia, Santa Claus talks with youngsters visiting studio and presents each child with a gift from his full pack.

Teen Show

NEW TEEN show, *Hi Club*, debuted on WAAF Chicago, Nov. 13 as Saturday morning feature (11:05 to 11:30 CST), starring Priscilla Thompson, former *Vogue* stylist, and Norton Jonathan, author of *Guidebook for the Young Man About Town*. Mr. Jonathan originally tested high-school series in 1941 and 1942 on stations in Tulsa, Oklahoma, and Aurora, Ill.

'Sports Journal'

NEW program on WSB-TV Atlanta, Ga., *Sports Journal*, features analysis and discussion of football games played the preceeding week. With advent of other sports seasons, show will continue with a similar format. Program is emceed by Ed Danforth, *Atlanta Journal* sports editor, with discussions carried on by other *Journal* sports writers.

Board of Trade

WTOP Washington will air 15-minute weekly series of programs sponsored by Washington Board of Trade. Sundays 1:15-1:30 p.m. Program will offer highlights of District fiscal studies, Congressional relations and events associated with Board's Sesquicentennial Celebration in 1950.

'The Hot Stove League'

KSD-TV St. Louis began program of 15-minute sports telecasts, *The Hot Stove League*, on Nov. 20. Program features re-hashing of leading sports events of the past and predictions of coming events, plus interviews and guest expert appearances. Program is sponsored by Paul Schulte Motors, St. Louis, Kaiser-Frazer distributor.

'Stories to Remember'

SERIES of radio adaptations of well-known short stories is being aired by WMCA New York on its *Stories to Remember* program. Show is presented under auspices of Institute for Democratic Education and WMCA, and features outstanding radio, stage and screen stars.

School Show

SERIES of school programs, titled *Our Schools in Action*, is currently being aired by WJEF Grand Rapids, Mich., through cooperation of Board of Education, Parent Teacher Assn. and city's high schools. Station visits a different school each week, recording one of four types of programs for rebroadcast in 5-5:30 p. m. period the following Saturday. Programs fall into four categories: musical, forum or discussion, classroom, and general. Included are debates on current issues "hidden microphone" techniques, and features spotlighting some phase of general school operation. Series was devised by Dr. Willis Dunbar, public affairs director of Fetzer Broadcasting Co., WJEF licensee, in cooperation with board and school principals. Series is planned for continuation to May 2, 1949, giving each school a chance to be represented.

Adventure with a Twist

DRAMATIZATIONS, based on adventure stories in the lives of youths seeking answers to question of "blind" adult prejudices, make up new series of programs heard Sundays, 10:30 a. m. on WIP Philadelphia. Titled *All Aboard for Adventure*, program is sponsored by Philadelphia Fellowship Commission comprising racial, religious and nationality groups. Organization's purpose is to secure equal rights and opportunities for all people.

Religious Milestone

WABD (TV) New York telecast the sacred scroll of the Hebrew faith containing the Five Books of Moses, on its *Morning Chapel* program. Show is new daily religious video program on that station.

EIGHTH PRIZE ADDED IN PEABODY CONTEST

AN EIGHTH prize has been added to the George Foster Peabody Radio Awards to be presented in 1948, Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, announced.

The latest award to be presented with others in New York in the spring of 1949 will be for the most outstanding program promoting international understanding, Dean Drewry said.

Contest rules have been sent to station officials and program directors. Deadline for all entries is Jan. 8, 1949.

TESTIMONIAL

Dayton's Launches 15th Year on WCCO

Bill Wiggins, announcer, and Ru Swanson, Dayton Reporter, laur 4,354th broadcast of Dayto Musical Chimes.

* * *

TESTIMONIAL to the value radio advertising for a departm store is *Dayton's Musical Chi* entering its 15th year of conti ous broadcast on WCCO Min apolis-St. Paul. The progra heard from 7:30-8:30 a.m., M day through Saturday, has b sponsored since it began by Dayton Co., Minneapolis depa ment store.

The week of Nov. 15 was served as Anniversary Week the program, and featured hi lights in its history and Dayto "Radio Specials."

Format of recorded mu (chosen from the Dayton radio record department), time and te perature reports, weather pre tions, and shopping news by Dayton Reporter, has remained same since the program went the air. During the winter program provides a special pu service to schools in the area. formation such as school clos and bus service on cold and sto days is broadcast.

In the 729 weeks that *Day Musical Chimes* has been on the some 69,000 records have played, and last year 381 calls received from schools as far as miles from Minneapolis. Ne 100 letters have been received fall from school superintende urging the service be continued.

21st Year

regional promotion campaigns

HOWARD J. McCOLLISTER

Regional Representatives

10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B

NBH (TV) PLANNING ATE JANUARY START

MMERCIAL operations will be rted by KNBH (TV) Holly-od, NBC outlet, before the end January 1949, according to arold J. Bock, director of NBC's estern television operations. Sta-n will be on Channel 6, 66-72 mc. Studio facilities are nearing mpletion and it is hoped all tech-al equipment will be installed mid-December, Mr. Bock re-rts. A regular schedule of day-e test patterns, three days kly, are now underway.

Programming of KNBH, which ll operate Sundays through ursdays, will include live studio ograms, field pickups, kinescope ns and special video films.

WDSU-TV Plans Dec. 18 art in New Orleans

DSU-TV New Orleans is sched-d to commence commercial op-ations Dec. 18 on Channel 6 (82-mc) with an effective radiated wer of 31 kw visual and 15 kw by Tral.

he first commercial program sorship has been taken by the H. Holmes Co., Ltd., a New Or-s department store. The firm purchased an hour and fifteen ute Alexander Korda film. hens Broadcasting Co. Inc. is mittee of WDSU-TV.

Sponsors Five Hours

N RADIO Co., Washington, has ed with WASH(FM) Wash-on to sponsor a five-hour *Sun-Music Festival*. Series was ed to begin Nov. 28 and run for weeks. The recorded musical ram is a cooperative advertis-project to tie in with Capehart -AM radio-phonographs fea-d by Sun Co. Gordon Man-ter, radio director of Lewis in Ryan Adv., Washington, tiated the contract and is han-the commercial details. All ds used are from Sun Co. and program features a complete d opera regularly at 2 p.m.

Milestones

► First birthday party of WKRT Courtland, N. Y., on Nov. 15 featured dinner for station staff and full hour stage show for advertisers.

► Silver anniversary of KFUO St. Louis, owned by the Evangelical Lutheran Synod, will be celebrated Dec. 14. Funds are being sought to expand present AM facilities, secure FM operation and build auditorium studio.

► Everett Mitchell, farm director of WMAQ-NBC Chicago, has begun his 26th year in radio.

► Marge Niess, who completes 14 years with NBC Central Division this month, has been promoted from Division's advertising and promotion department to assistant promotion manager of WMAQ.

► Marion Sheppard, secretary to station production executives at WBBM Chicago, Nov. 14 began her 17th year in that capacity.

► The WGY Schenectady, N. Y., *Farm Forum* and *Farm Paper of the Air*, said to be the two oldest farm programs, celebrated their 23d anniversaries in early November through special origination of the *Farm Forum* on Nov. 5 from home of Edward S. Hutchinson, 88, believed to be oldest active farmer in state. Mr. Hutchinson lives near Schenectady at Glenville.

► KXOK St. Louis weekly civic improvement program, *Wake Up, St. Louis*, marked its 100th broadcast Nov. 8.

► WOAI San Antonio weekly public service feature, *Fourth Army Presents*, began its third year with Nov. 5 broadcast.

* * *

EASY GWYNN does it again. Mr. Gwynn (l), who has been with WIBC Indianapolis since 1944, affixes his name to a new long-term contract with the obvious approval of Kenneth W. Church, WIBC general manager. Mr. Gwynn does the entire programming job for his morning *Easy Listening* and afternoon *Easy Does It* shows, as well as for his Saturday night *Easy on the Record*.

WOW FARMER GROUP NOW SEEING EUROPE

A PARTY of 26 real dirt farmers from Nebraska, South Dakota, Iowa and Kansas is in Europe on a trip sponsored by WOW Omaha. The group made the Atlantic crossing Nov. 15 via Air France.

In charge of the group is Mal Hansen, manager of WOW's farm service department.

Purpose of the tour is to permit the Midwest American farmers to study agricultural conditions, the Marshall Plan in operation and general economic, social and political conditions in ten European countries.

Aiding Mr. Hansen in the trip is Bill Wiseman of WOW, in charge of publicity; Lawrence Youngman, Travel and Transport Inc., Omaha, in charge of housing, travel and meals; and Robert McMillin, correspondent for the *Farm Journal*, Philadelphia.

RRN Delays Expansion

ONE-WEEK delay in expansion of the Rural Radio Network (FM) into the Connecticut Valley area of New England was announced at the network's headquarters in Ithaca, N. Y., last week. New date for start of the expanded operation is Dec. 12. Delay in delivery of antenna to WKNB-FM Hartford, one of the network's new affiliates, was partly responsible for the postponement. WKNB-FM will pick up its RRN signal from WGHF New York and will feed it to WACE-FM Springfield, Mass.

Three Take Awards

PROMOTION AWARDS were won by all three of the Cowles' owned ABC affiliates in the network's promotion competition. WCOP Boston rated in Group 1 for stations in cities of 500,000 population or better. KRNT Des Moines and WNAX Yankton were voted awards in their population classifications by the agencies and advertisers.

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

A PAYING PROPOSITION

KLZ
DENVER

Ask the Katz Agency
CBS 560 kc.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522
Gates Radio Company Quincy Illinois

You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

Promotion

TO CALL attention to its double-page ad in the Minneapolis-St. Paul Market Study [BROADCASTING, Nov. 8], WCCO Minneapolis, distributed several hundred mailing pieces. Letter-type announcement headed, "You can Sew Up the 128 county intense listening area of WCCO," had a thimble in right hand corner. "Read the Twin Cities Story in the November 8th BROADCASTING for 'reasons why' WCCO leads overwhelmingly in the 1948 dairy study—19 to 1," the notice continued. Five hundred of these pieces went to agencies, clients and prospective clients.

Millions

MAN with perplexed expression on his face poised in front of a blackboard covered with algebraic formulae is cover feature of KNX Los Angeles, promotion piece. Inside, station states reasons why KNX figures run into millions—5 million people who spend $10 billion a year in KNX's coverage area.

Five Cents

"WHAT can 5¢ buy in radio?" WMLO Milwaukee promotion sheet tells how cheap radio advertising is and why it's worthwhile to advertise on WMLO. Sheet also lists advertisers who use station to promote their products. It concludes on this note: "Brother, can you spare a nickel?"

More Sales

CASH register ringing in the dollars, and a real tweezer, are featured on WIBW Topeka, Kan., promotion piece, titled, "To Pull More Kansas Sales . . . Hire WIBW." Red, green and white sheet gives reasons why WIBW should be "hired." Reply card offers more tweezers for the asking, with WIBW's compliments.

Tops

WBRC-FM, new Birmingham, Ala., station, has distributed folder titled "Tops in Birmingham." Folder describes merits of FM radio, and explains what it is. Back cover is devoted to pictures of station's technical equipment.

Businessmen Sold

PROMOTION piece from KCKN Kansas City describes what businessmen of that city think of station. Featured is picture of bright, young executive smiling happily over KCKN mike. On reverse side station states its policy, claiming: "For more than 21 years KCKN has programmed for Great Kansas Citians . . . and not for the surrounding thinly-spread farm and small town audience . . ."

Transit Radio

TO PROMOTE transit radio advertising in St. Louis, KXOK-FM that city, distributed sheet giving advantages of this type of promotion. Sheet states "St. Louis transit riders okay transit radio . . . ," and, "More than [illegible] vehicles to be equipped . . ."

For Young Musicians

WTMJ and WTMJ-FM Milwaukee and Wisconsin Federation of Music Clubs sponsoring for sixth year, "Starring Young Wisconsin Artists" contest. Forty-five finalists of group of young vocalists and musicians will take part in 1949 series of *Starring Young Wisconsin Artists* programs to be heard on stations beginning Jan. 8. Three finalists will appear on program each week. At end of series three winners will be chosen to receive $1,000 in cash music scholarships awarded annually by station.

Disc Jockey Contest

DISC-JOCKEY contest for high school students was launched Nov. 15 by WOV New York. Contest was prompted by ideas expressed by teen-agers at recent parties given for them by WOV. Preliminaries and semi-finals under three judges will skim cream of contestants—each limited to one disc of his own selection and two minutes of original patter. Semi-finalists and finalists will be heard on WOV *1280 Club*, with winner selected by popular write-in vote. The teen-ager wins an eight-week contract with WOV for his own show next summer.

WCPS FARM PROMOTION

Letter-Writing Contest Built Around Value Of Milk Cows to Rural Families

Contest winner receives congratulations from Joe Powell, Edgecombe County (N. C.) farm agent, as C. R. Poindexter, dairy foreman at Woodvale farm, Tarboro, presents calf. Flanking the mike are Welcome Stanton (l), WCPS program director, and Station Manager Hanner.

* * *

CALF valued at more than $350 was awarded to the winner of a letter-writing contest WCPS Tarboro, N. C., conducted among farm families on the theme, "Why Every Farm Family Should Have a Good Milk Cow."

Contest began Sept. 1 and ran for 60 days. Entries, limited to 400 words or less, were read daily over the WCPS morning program, *Country Store on the Air*. There were more than 400 entries, according to John C. Hanner, WCPS manager.

The winner, Gordan S. Barnette, is a 24-year-old war veteran who helps his father, D. E. Barnette, care for their 100-acre farm near Chase City, Va.

The four contest judges, all farm agents of North Carolina counties, awarded second place to Ralph Brake Jr., Battleboro, N. C. Ten honorable mention winners also were announced.

WCPS reported that the youthful contest winner, shown a herd of 25 calves and told to pick the one he believed he had won, had no trouble pointing out the pure-bred, registered Guernsey heifer which was awarded as first prize.

WIBB, 1 kw Daytime, Launched at Macon, G

WIBB Macon, Ga., began operati Nov. 14 as a 1 kw daytimer on 12 kc. Studios are in the Professio Bldg., Macon.

Peach State Broadcasting owns and operates WIBB, whose managers are Tom Maxwell, fo erly chief announcer at WGST A lanta, and Oliver Thornburg previously with WGST and WL Cincinnati. Stockholders inc Mr. Maxwell, Mr. Thornburg Tom Carr, sales director of Georgia Assn. of Local Stations.

WIBB is a member of the l stations group and will be re sented in regional sales by Carr. George Patton has been pointed commercial manager the station.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO

PUT YOUR PRODUCT IN BEST POSITION ON THE STATION WITH BEST POSITION

1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED Nationally by Adam J. Young

FCC Actions

(Continued from page 72)

...vember 24 Decisions . . .

ACTIONS OF THE FCC
DOCKET CASE ACTIONS

AM—1240 kc

...nounced proposed decision looking ...ards grant of application of Jorama... Radio Corp. for new station at Ca... P. R., 1240 kc 250 w unl; and de... of application of Caguas Radio ...g. Inc. for same city 1230 kc 250 w

AM—1430 kc

...nounced decision granting appli... of The Capital Bcstg. Co. for ... station at Annapolis, Md., 1430 kc ... w unl DA-N; cond. denial of appli... of John F. Kramer for new sta... at Cambridge, Md., 1430 kc 1 kw D ...rs. Sterling and Hennock not par...ting: Comr. Jones favoring grant (Kramer).

AM—1240 kc

...nounced proposed decision looking ...ards grant of application of Radio ...ba Co. to change facilities of ...U Dinuba, Cal., from 1130 kc 250 ... to 1240 kc 250 w unl., cond. and ...al of application of San Joaquin ...s. for new station at Fresno, Calif. ... kc 100 w unl.

...vember 24 Applications . . .

ACCEPTED FOR FILING

AM—1600 kc

...d Oak Radio Corp., Red Oak, Iowa—... new AM station 1220 kc 250 w D ...ENDED to request 1600 kc 500 w D.

AM—1230 kc

...IP Covington, Ky.—CP change ... 1050 kc 250 w D to 1230 kc 250 w

License for CP

...OU Louisville, Ky.—License to ... CP new AM station.

...DE Biddeford, Me.—Same.

Modification of CP

...OL Yuma, Ariz.—Mod. CP new ...tation for extension of completion

...WSW Pittsburgh—Mod. CP change ...ency, increase power etc. for ex... of completion date.

License for CP

...TAX-FM Springfield, Ill.—License ...ver CP new FM station.

...AU-FM Eau Claire, Wis.—Same.

License Renewal

...NY-FM Buffalo, N. Y.—License ...wal FM station.

...EO-FM Durant, Okla.—Same.

Modification of CP

...IL-FM Carbondale, Ill.—Mod. CP ...FM station for extension of com... date.

...WBM-FM Indianapolis—Same.

...TH-FM Port Huron, Mich.—Same.

...O-FM St. Louis—Same.

...HI-FM Rockhill, S. C.—Same.

...MC-FM Texarkana, Tex.—Same.

...LO-FM Mason City, Iowa—Mod. ...ew FM station to change ERP ... 260 kw to 16 kw, antenna height ...e average terrain from 920 ft. to ... change trans. site and changes ...ns. and ant.

...BH Los Angeles—Mod. CP new ...ercial TV station for extension of ...letion date.

...TV Newark, N. J.—Same.

...AU-TV Philadelphia—Same.

...EV Dallas, Tex.—Mod. CP new ...ercial TV station to change studio ...trans. sites, decrease ERP from ...w vis. 18.5 kw aur. to 19.4 kw vis. ... kw aur. AMENDED to change ... to Lawson Lacy, executrix of ...te of Rogers Lacy and Tom Potter ...s Lacy-Potter Television Broad... Co.

TENDERED FOR FILING

Transfer of Control

...B San Diego, KDB Santa Bar... KHJ and KHJ-FM Los Angeles ...KFRC San Francisco—Involuntary ...fer of control of Thomas S. Lee ...rprises Inc. d/b as Don Lee Bcstg. ...m to Lewis Allen Weiss and Wil... H. Brown, guardians of estate of ...as S. Lee.

...T Shelby, Mont.—Transfer con... from Jack C. Toole to John J. ...y.

AM—1390 kc

...TS Jackson, Tenn.—CP increase ...er from 1 kw unl. DA-N to 1 kw-N ...D unl. DA-DN.

KGIL BID

Paltridge Proposes to Match Smalley Under AVCO Rule

COMPETITIVE BID for purchase of controlling interest in KGIL San Fernando, Calif., has been filed with FCC by J. G. Paltridge, one-third owner of the station. Transfer applications also have been filed for WBTH Williamson, W. Va., and WHOP Hopkinsville, Ky.

Formal request has been presented the Commission for transfer of the radio properties of Don Lee Broadcasting System from Thomas S. Lee, sole owner, to Lewis Allen Weiss and Willet H. Brown as guardians of the Lee estate. Stations involved are KGB San Diego, KDB Santa Barbara, KHJ and KHJ-FM Los Angeles, KFRC San Francisco and experimental video outlet W6XAO Hollywood.

Mr. Lee has entered a California hospital on his physician's authorization following a complete nervous breakdown [BROADCASTING, Sept. 20, 13]. Mr. Weiss is now Don Lee president, succeeding Mr. Lee, and Mr. Brown has been elected executive vice president.

In the KGIL transaction, Mr. Paltridge proposes under the AVCO rules to match offer of F. J. Smalley to buy 56.4% interest of Helen Ruth Allen. Mr. Smalley has agreed to buy 1,325 shares common stock and 600 shares Class A non-voting stock at $10 per share [BROADCASTING, Sept. 20]. Mr. Paltridge was one of KGIL's original incorporators, his application stated, and he served as president and general manager until Aug. 25. On this date, he stated, his employment contract "was illegally terminated by a newly elected board of directors" and he now has a $45,000 breach of contract suit pending in the Superior Court of California. Application said Mr. Smalley is now president of KGIL.

WBTH is sold for $70,000 by Williamson Broadcasting Corp., licensee, to Mingo Broadcasting Corp., new firm. Mingo includes: Clarence Lovitch, 25% owner B & L Furniture Co., president and 22.25% owner; Freda Lovitch, 22.125%; Alice Schein, WBTH manager, secretary 21.875%; Phil Beinhorn, 25% owner B & L Furniture Co., 12.5%; James E. Pinson, auto dealer, vice president 5%, and E. R. Ward, First National Bank president, treasurer 5%. Williamson is headed by Mrs. Lewis C. Tierney, president and owner of 152 of total 250 shares. Her sons, C. M. S. Tierney and Lewis C. Tierney Jr., each holds 43 shares.

WHOP requests transfer of control to F. Ernest Lackey, part owner, who becomes sole owner through retirement of stock held by Pierce E. Lackey and Montanna L. Lackey, 3 shares each, and Paducah Broadcasting Co., 59 shares, licensee of WPAD Paducah, Ky. WPAD is headed by Pierce E. Lackey. Consideration is $47,661 for the WPAD holding and $2,423.43 for each holding of 3 shares retired.

Dunton Is Re-appointed Board Chairman of CBC

A. D. DUNTON has been re-appointed chairman of the board of governors of the Canadian Broadcasting Corp. for a second three-year term according to an announcement in the official *Canada Gazette*, Ottawa, Nov. 20. Rene Morin, Montreal, has been re-appointed for a one-year term to the board, and Mrs. Mary Sutherland, Parksville, B. C., has been re-appointed for a three-year term.

Mr. Dunton receives an annual salary of $15,000, while the other members of the board receive $50 a day plus expenses for regular board meetings. There are two vacancies on the nine-man board.

IT'S JUST MONEY
Firm Sells Capitalism On WOR

SELLING capitalists to the public is the worthy undertaking of the Calvin K. Kazanjian Economic Foundation, Waterbury, Conn., which has bought time on the Monday, Wednesday, and Friday (6-7 p.m.) broadcasts of WOR New York's *Rambling With Gambling*.

Aimed at a better understanding of economic laws, the transcribed one-minute announcements answer such questions as: "What is a capitalist?" (anyone with savings account or insurance policy), "What is wealth?" etc. They also promote the savings habit, outlining the use of bank savings as tools for the country's growth.

The foundation, established through a $1 million bequest by the late Calvin K. Kazanjian, former president of Peter Paul Inc., Naugatuck, Conn., candy bar manufacturer (Mounds, etc.), provides scholarships and fellowships in economics as part of its educational program.

Platt-Forbes, New York, is the agency for the foundation.

40,000 NEW FIRMS REPORTED IN SURVEY

NET GAIN of 40,000 new businesses was reported for the first six months of 1948 in the Dept. of Commerce publication, *Survey of Current Business*. The number of businesses established in the period was 179,000, while 136,000 businesses were discontinued.

The authors note that the increase was much less than the two previous years—in 1947 the total of new businesses established in the first six months was 238,000, and in 1946, 356,000. They conclude that "the major gaps in the economy left by the war (in retailing, services, construction, manufacturing, and distribution of durable consumer goods) had for the most part been filled."

From June 1945 to June 1948, the number of business establishments in the United States has increased 26% to reach a total of 3,880,000.

The authors suggest that extremely favorable business conditions have made such expansion possible. "Most businesses newly established since V-J Day have weathered the initial phase of securing a foothold . . . data are not available to indicate how well these new enterprises may have fortified themselves financially against a less favorable period of general business."

Among the few classifications which have shown a net decline in number of business establishments are: Liquor stores, eating and drinking places, hotels and other lodging places; petroleum, coal, apparel and textile products, furniture & machinery (excluding electrical).

FCC BOX SCORE

Summary of Authorization, Applications, New Station Requests, Ownership

SUMMARY TO NOVEMBER 24

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,883	283 [1]		535	293
FM STATIONS	194	731 [2]	61 [3]	86	32
TV STATIONS	7	116 [4]		312	182

[1] 60 are on air; [2] 458 are on air; [3] 18 are on air; [4] 40 are on air. All licensed stations also are operating.

AM APPLICATIONS

Reading, Pa.—John J. Keel d/b as Radio Reading, 1400 kc, 250 w, fulltime. Applicant is Washington radio consulting engineer. He is one-third owner of WCRO Johnstown, Pa., and 3.51% owner WBMD Baltimore. Estimated cost $10,650, plus certain equipment already on hand. Filed Nov. 23.

St. Johnsbury, Vt.—Twin State Broadcasters Inc., 1340 kc, 250 w, fulltime. Principals: E. Dean Finney, traffic manager and assistant business manager of WSKI Montpelier, Vt., president-treasurer and 56.9% owner; James F. McKernan, vice president-chief engineer of WSKI, vice president 14.5%; John A. Swainbank, attorney, clerk 0.1%; Tacy Hood Finney, 3.5%, and Margaret B. Finney, 3%. Estimated cost $16,065. Filed Nov. 24.

FM APPLICATIONS

Ames, Iowa—Ames Broadcasting Co., Channel 238 (95.5 mc), ERP 4.24 kw; estimated cost $14,468.12. Applicant is licensee KASI Ames. Filed Nov. 19.

Seattle, Wash.—Ellwood W. Lippincott, Channel 260 (99.9 mc), ERP 2.052 kw; estimated cost $11,980.10. Applicant is chief engineer-announcer at KELA Centralia, Wash. He has agreement with U. of Washington whereby latter would program station 25½ hours per week for first year. Filed Nov. 19.

At Deadline...

FCC GETS APPLICATIONS TO SELL WROL AND WGL

APPLICATIONS tendered at FCC for consent to sales of WROL and WROL-FM Knoxville to Knoxville *Journal*, and WGL Fort Wayne, Ind., to Fort Wayne *News-Sentinel*. WROL price $365,000; WGL $150,000.

S. E. Adcock, d/b as Stuart Broadcasting Co., WROL licensee, disposes of entire holding. He told Commission he wished to sell because he "anticipates that large sums of money will be required to keep abreast of new developments in radio." Knoxville Pub. Co., *Journal* publisher, has operated WKPB (FM) for past year. Firm said it believes aural future is in FM but "program and promotional assets" of an allied AM operation are needed now to help develop new medium. Mr. and Mrs. Roy N. Lotspeich are 96% owners of paper. WROL assigned 5 kw on 620 kc; NBC outlet.

Farnsworth Television and Radio Corp. sells WGL [BROADCASTING, Nov. 8] because "it is necessary that assignor limit the number of activities in which it has engaged so as to employ its capital in the manufacture of television and other electronic equipment for civilian and government purposes." *News-Sentinel* is headed by Helen R. Foellinger, president and 35% owner. Esther A. Foellinger and Loretta Foellinger Teeple own 27.5% each. WGL assigned 1 kw on 1250 kc; NBC affiliate.

CLEVELAND REGIONAL ARGUMENT HEARD BY FCC

BATTLE for 5 kw fulltime on 1300 kc, directional, at Cleveland went before FCC *en banc* Friday in oral argument between Cleveland Broadcasting Inc., FM permittee and proposed AM grantee, and Scripps-Howard Radio Inc., permittee of WEWS (TV) and WEWS-FM Cleveland. Cleveland Broadcasting had been favored by FCC because of greater ownership-management integration [BROADCASTING, July 19].

Scripps-Howard argued its proposal would give greater coverage, render higher signal in industrial area and constitute better use of facility. Station would be 24-hour operation. Cleveland Broadcasting supported Commission stand, attacked absentee ownership of competitor.

Oral argument heard also on proposed grant to D & K Broadcasting Co. for 250 w daytime on 1220 kc at Palo Alto, Calif., and to Coastal Broadcasting Co. for 250 w fulltime on 1230 kc at Lakeland, Fla. Respective competitors, proposed to be denied, are Times-Star Pub. Co., seeking 1 kw daytime on 1220 kc at Alameda, Calif., and WSIR Winter Haven, Fla., seeking switch from 1490 kc to 1230 kc, operating fulltime with 250 w.

NAB NEWS-SALES PROJECT

SALES manual pointing out advantages of news programs to advertisers to be prepared by NAB Broadcast Advertising Dept. Project quickly approved at NAB after recent manual on cooperative advertising attracted wide attention.

WDTV Pittsburgh, DuMont station now under construction, was to start equipment tests Saturday. Management hopes WDTV will be ready for regular programming before end of year.

FMA BOARD, INLAND PRESS TO MEET IN CHICAGO

JOINT meeting of FM Assn. board and membership of Inland Daily Press Assn. called Dec. 10-11 at Hotel Sheraton, Chicago, by William E. Ware, KFMX Council Bluffs, Ia., FMA president. Purpose of meeting is to bring about cooperation between FMA and newspapers having FM stations or grants.

New FMA committee on newspaper cooperation, authorized at September FMA board meeting, appointed earlier in week by Mr. Ware (story on page 51).

In issuing invitation to newspaper group Mr. Ware said agenda will include discussion of storecasting, transit radio, FM networking and ways of making money with FM. He said Western FM Network's inaugural program will take place during meeting, covering area between Chicago and Council Bluffs by off-air pickup.

'TEXACO STAR THEATRE' TOPS NEW YORK VIDEO

TOP VIDEO show with New York viewers in November was *Texaco Star Theatre*, with a Hooperating of 80.7, highest that organization has ever given any broadcast, sound or TV. Program also won top place for sponsor identification with 96.0. Top ten sponsored TV programs were:

Texaco Star Theatre, WNBT, 80.7; Toast of the Town, WCBS-TV, 51.8; We, the People, WCBS-TV, 46.4; Small Fry Club (Thur.), WABD, 36.5; Amateur Hour, WABD, 31.9; Kraft Television Theatre, WNBT, 30.2; Chevrolet on Broadway, WNBT, 29.9; Americana, WNBT, 28.6; Bigelow—Paul Winchell, WNBT, 25.4; NBC Symphony, WNBT, 24.5.

WBZ-TV RAISES ITS RATES

WBZ-TV Boston today (Nov. 29) announces increase in time and facilities charges effective Dec. 1. New live studio rates range from $85 for five minutes to $350 for one hour. All-film telecasts now cost $50 for 20-second and one-minute announcements, $60 for five minutes, $250 for one hour. Discounts range from 7½% for 26 times per year to 20% for 260 or more times per year, W. C. Swartley, WBZ-TV station manager, said. Current WBZ-TV sponsors to be protected at old rates until May 13, 1949, provided no lapse in schedule occurs.

NEW TV ANTENNA HELPS

INSTALLATION of new RCA six-batwing antenna at WATV Newark, completed Wednesday, has greatly improved reception of both audio and video signals in homes where they formerly were weak, according to set owners who had previously complained, interviewed Thursday and Friday in nine-hour telephone survey.

COMMITTEE NAMES EVANS

JOSEPH S. EVANS Jr., former CBS Washington newscaster and analyst, appointed by Melvin D. Hildreth, general chairman of 1949 Inaugural Committee, to serve as committee's executive secretary and personal assistant to Mr. Hildreth. Mr. Evans is on leave from Democratic National Committee, where he served as editor of committee's publication, *The Democrat*.

'BLACK LIGHT' TO BE USED FOR ABC OPERA PREMIERE

PREMIERE of New York's Metropo Opera season with *Othello* will be tel starting at 7:45 p.m. tonight (Nov. 29) ABC's East Coast video network.

Mark Woods, ABC president, revealed " light," special infra-red lighting, invisibl audience, will be used in televising opera. TV cameras will record arrival of di guished guests. Sponsor of program which run past 11 p.m. on WJZ-TV New Y WFIL-TV Philadelphia, WNAC-TV Bo WAAM-TV Baltimore and WMAL-TV W ington, is Texas Co., New York.

WBKB NEWSPAPER TIEUP

WBKB (TV) Chicago will affiliate within weeks with Chicago daily newspaper, belie to be Chicago *Sun-Times*. Station begin presentation of regular test pattern using ticker tape television service, provided machine which reputedly is first released AP. Service will be exclusive with WBK Chicago.

FMA OFFICE MOVED

HEADQUARTERS office of FM Assn. been moved from Munsey Bldg. to 526 Du Circle Bldg., Washington, according to Bailey, FMA executive director. New teleph number is Hudson 7170.

Closed Circuit

(Continued from page 4)

rado, slated to become chairman, wants to into FM and TV allocations history and th even talk of retaining consulting engineer

MUTUAL board will meet again Dec. 1 Chicago presumably to appoint vice presi to head programming and sales.

BEAUTY FACTORS Inc., Los Angeles (In Curl), planning to spend about $10,000 we for strip five-minute TV program to s about Jan. 10. Network not yet determi Agency, Leo Burnett Co., Los Angeles.

RADIO job huting is at about all-time p Managers and second men in large numbe recently-licensed secondaries, both AM FM, are hunting because of ominous econo signs. And most of them want in on TV.

RADIO COLUMN in new *Los Angeles Me* breaking ban on radio news which older pa had observed. *Daily News* to begin column *Herald Express* reported seriously conside move.

ANNUAL get-together of NAB board committee members may develop from bo unintentional freezing out of Program mittee Chairman John S. Hayes, WINX W ington, during mid-November session. C man, invited to tell committee's code and gram clinic projects to board, cooled heel tire afternoon.

ANOTHER outcome of incident, after Chairman Hayes indicated he planned t sign, will be development of system by w committees will be quickly notified of b actions in their bailiwick. Hayes was suaded by President Miller and Executive President Willard not to resign. Some mittee members had threatened to qui sympathy.

You can't cover California's Bonanza Beeline without on-the-spot radio

McCLATCHY BROADCASTING COMPANY

KFBK Sacramento (NBC) 5000 watts 1530 kc.
KOH Reno (NBC) 5000 watts 630 kc.
KERN Bakersfield (CBS) 1000 watts 1410 kc.
KWG Stockton (ABC) 250 watts 1230 kc.
KMJ Fresno (NBC) 5000 watts 580 kc.